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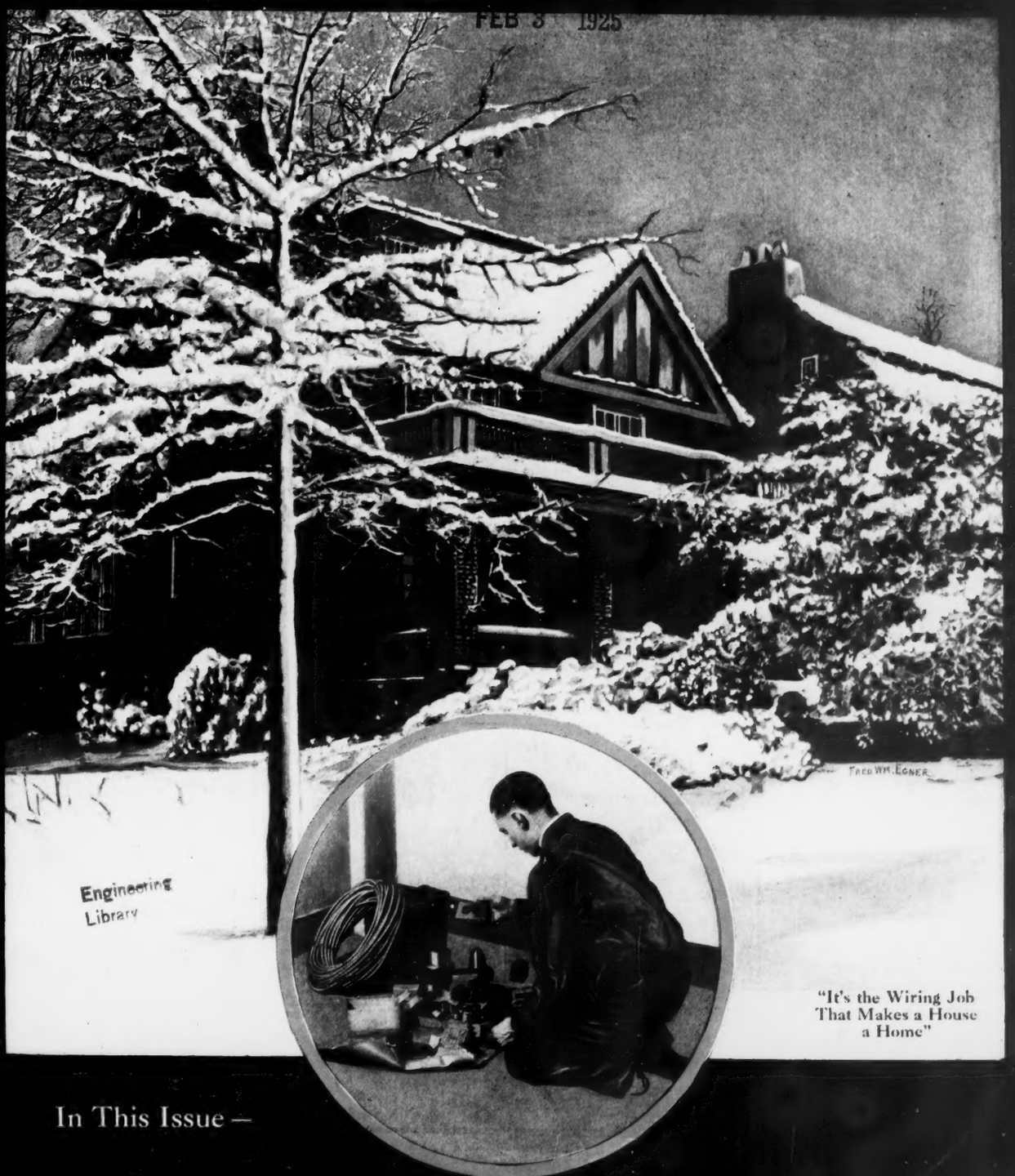
February 1925

Electrical Merchandising

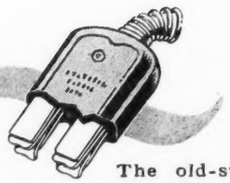
The Business Magazine of the Electrical Trade



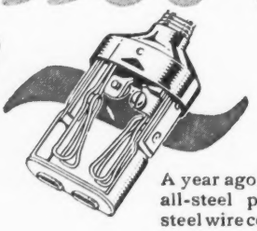
"It's the Wiring Job That Makes a House a Home"

In This Issue—

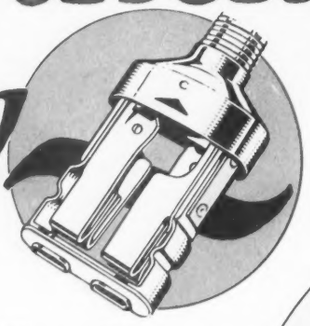
first then Now



The old-style composition plug —the source of nearly all appliance trouble.



A year ago, Simplex all-steel plug with steel wire contacts— a great step forward.



The new Simplex all-steel plug with double, parallel-blade, tempered steel contacts. GUARANTEED.

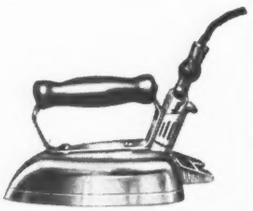
Guaranteed Contacts now a feature of the Simplex Unbreakable Plug

Here, for the first time, is a plug with contacts guaranteed against trouble. The contacts in the new Simplex plug are guaranteed for one year.

Using a special testing machine with 600 watt direct current load, the *NEW* Simplex all-steel plug was used to make and break the circuit 103,407 times — four times the test life of any other plug on the same machine

These plugs with the new contacts now furnished on —

No. 500 Simplex Electric Cord-Set $1.75 List



No. 1961 Simplex Electric Iron $4.50 List

No. 1976—Simplex De Luxe Electric Iron $6.75 List

— and for repairs and replacements —

No. 890 Simplex All-Steel Plug $1.00 List

Simplex
ELECTRIC APPLIANCES

SIMPLEX ELECTRIC HEATING COMPANY, 85 SIDNEY STREET, CAMBRIDGE, MASS.

120 West 32nd Street, New York, N. Y. 15 So. Desplaines Street, Chicago, Ill.

Electrical Merchandising, February 1925. Vol. No. 33, No. 2. Published monthly, McGraw-Hill Co., New York, N. Y. $2.00 per year, 25 cents a copy
Entered as second-class matter, July 21, 1916, at the Post Office at New York, under the act of March 3, 1879.

"Just before the battle, mother,
I want waffles made by you."

Crisp, electrically made waffles —what rations for a young warrior before or after a fierce hockey game!

Electrical Merchandising

Vol. 33 The Business Magazine of the Electrical Trade No. 2

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When a Wireman Installs an Outlet, the Industry Collects $20.60

Contractor-Dealer
$8.46

Jobber
$5.64

Manufacturer
$4.41

Power Company
(five years' period)
$12.14

MULTIPLY $20.60 by the number of wiring jobs in the country each year and you get at least twenty millions of dollars, the amount of increased revenue that would accrue to the electrical industry if contractors increased their installations *only one outlet a job.*

The income per average outlet installation over a period of five years is as follows:

	Wiring and Fittings	Appliances	Totals
Contractor-dealer	$5.50	$2.96	$8.46
Jobber	3.67	1.97	5.64
Manufacturer	2.93	1.48	4.41
Power company			12.14
Retail value of one outlet to the industry (over 5-year period)			$20.60

Electrical Merchandising

The Business Magazine of the Electrical Trade

With which are Incorporated *Electrocraft* and *Lighting Journal*

Volume 33 | **February, 1925** | **Number 2**

Golden Profits in Wiring

EAST and west, north and south, new interest and attention are being focussed on wiring — wiring in itself, as one of the most profitable departments of the electrical business, and wiring as a necessity underlying the development of all other electrical branches.

The Red Seal standard of adequate wiring now being fostered by the Society for Electrical Development; the recent changes in the National Electrical Code and in the make-up of the Electrical (Code) Committee, both in directions more sympathetic with electrical progress; and the increasing activity of local bodies of electrical contractors and Electragists,—all reflect the swing of the industry's attention back upon the fundamental business of getting houses, offices, stores and factories wired.

HOW vast this wiring opportunity really is for 1925, is well shown by *Electrical Merchandising's* statistical map of electrical markets, furnished as a supplement to this issue. From the figures given, it will be noted that the houses *now reached* by electric-service lines but *still unwired*, number 4,890,063. Probably 1,200,000 of these will be wired this year,— a $200,000,000 wiring business in dwellings alone, aside from commercial and industrial jobs. And an even larger eventual field of wiring business exists in our present 12,000,000 homes nominally "wired," but actually containing only 25 to 50 per cent of adequate wiring equipment.

The great market for wiring thus outlined lies, in some part, within a step of every contractor's office and shop. It ramifies into every city and town. But its development waits upon *Selling*—selling the contractor's services. Selling, therefore, is Point One.

All of this wiring business can be taken at a good profit. For unlike those electrical branches where "list" selling prices are fixed, the contractor can figure his own price on each job, based on his costs plus a fair profit. To this end, ***costs must be known***. Point Two. And, Point Three, ***profits must be figured in*** at the time the proposed price is being stated to the customer. Finally, as Point Four, comes the important subject of *Collections*, for no profits can be counted until the bills are paid.

Here, then, are the four principles which will build prosperous contracting businesses while getting the wiring job done:

1. Selling
2. Cost knowledge
3. Figuring in a fair profit
4. Collections

Each item is an essential link in the chain of contracting business success,—a link no less important than competent electrical skill to perform good work and give the customer what he wants and to show him what he needs.

BUILDING soundly on these four business fundamentals, as well as wiring ability, the individual contractor's prosperity will be extended on to jobber and manufacturer in new degree. Through these four principles, oughly learned and applied during 1925, all can share in the Golden Profits in Wiring

Eliminating Distribution Wastes

Conditions and Practices Which Saddle Unnecessary Costs on Trade Outlined Before National Distribution Conference at Washington, Jan. 14

By HERBERT HOOVER
Secretary of Commerce

THE outstanding problem of our distribution system can be easily summarized in one question.

Can we reduce the margin between our farmer and manufacturing producers on one side, and our consumers on the other?

I am convinced that we can. I believe that it can be done without reduction of wages or legitimate profits. I believe that in doing so we can make the greatest contribution to the improvement of the position of our farmers and that we can make a contribution to lowered cost of living. I believe it can be done by voluntary co-operation in industry and commerce without governmental regulation. It can be expedited by an extension of the friendly assistance of the government agencies in organization and information.

These possibilities lie in the elimination of waste. I have hesitated to make so general a pronouncement until I felt that we could clearly demonstrate not only the existence of such great wastes but also demonstrate from actual experience the practicability of their elimination and the method of doing it.

Economic Wastes

The area of undue profits in the margin has been pretty well eliminated in the past two years. During the period of inflation and deflation there were both undue profits and undue losses both equally a burden upon the producer and consumer. But with the gradual stabilization in prices the processes of competition have attended to this job. * * *

I wish at once to make it clear that in speaking of waste, I do not mean waste in the sense of willful waste, but economic waste, which is the natural outgrowth of a competitive system. I do not mean the

waste that any single individual can correct by his own initiative, but the waste that can only find remedy in collective action. Nor are the wastes to which I refer to be corrected by any extension of the Ten Commandments, or by any legislative extension thereof. You cannot catch an economic force with a policeman.

The kinds of waste that cause costly losses may be roughly catalogued as follows:

1. Waste from the speculation, relaxation of effort and extravagance of booms with the infinite waste from unemployment and bankruptcy which comes with the inevitable slump.

2. Wastes from excessive seasonal character of production and distribution.

3. Waste caused through lack of information as to national stocks, of production and consumption with its attendant risk and speculation.

4. Waste from lack of standards of quality and grades.

5. Waste from unnecessary multiplication of terms, sizes, varieties.

6. Waste from the lack of uniformity of business practices in terms and documents, with resultant misunderstandings, frauds and disputes.

7. Wastes due to deterioration of commodities.

8. Waste due to inadequate transportation and terminals, to inefficient loading and shipping and unnecessary haulage.

9. Waste due to disorderly marketing, particularly of perishables, with its attendant gluts and famines.

10. Waste due to too many links in the distribution chain and too many chains in the system.

11. Waste due to bad credits.

12. Waste due to destructive competition of people who are in fact exhausting their capital through little understanding of the fundamentals of business in which they are engaged.

13. Waste due to enormous expenditure of effort and money in advertising and sales promotion effort, without adequate basic information on which to base sales promotion.

14. Waste due to unfair practices of a small minority.

15. A multitude of wastes in use of materials, in unnecessary fire destruction, in traffic accidents and many other directions.

These wastes are not the small change of industry and commerce. There is scarcely a step in this accomplishment of squeezing out waste which does not interpret itself in millions of dollars of annual saving. * * * I am disposed to agree with a recent report of the Engineering Council that they amount in many lines to 25 or 30 per cent of the cost paid by the consumer or producer of raw materials.

Business Could Not Succeed Without Statistics

It is a truism to say that no individual business enterprise could succeed or be conducted without waste if it does not know accurately its stocks, the volume of output or sales, the rate of stock turnover, or its orders, or the prices, assets and liabilities and the relation of these to previous periods. Neither can the business of a trade, as a whole, or the nation itself, function efficiently unless it knows these very things.

Statistics are a counterpoise to

"psychology" in business—an anchor of basic facts to tie to.

The fact is that the greatest waste of all our economic systems is the periodic inflationary boom and its consequent ensuing slump with all their speculation, unemployment and extravagance, for without boom there is no slump. The correction of this waste lies in the prevention of booms. No sensible business man wants either boom or slump. He wants stability. Our working folk should dread a boom above all things because it means an afterclap of unemployment and misery. * * * Stability or instability in production and distribution is largely the result of the collective judgment of the trades. They cannot form a right judgment unless they know the facts as to their own business and as to the trade as a whole. Furthermore they must also know the probable trend of business in general as indicated by the movement in other trades.

Information Is Best Protection

The best protection against booms is that every business man shall have the information so that he may realize from the shifts in credit, from the movements in stocks, of production and consumption, that the economic balance wheel is moving too fast and if every man then safeguards against danger disaster never comes.

So the first and foremost thing is to have such facts broadcast so as to give to every man that sound basis upon which his own judgment can re-act. Solemn statistics are the greatest preventative of speculation and profiteering ever invented.

The government can do much in collection and distribution of statistical information. Indeed the Department of Commerce has greatly improved and expanded these services in the last three years. No other nation provides so complete a service today.

There is a phase of statistical service that has not been fully studied or fully explored, to which I trust this meeting will give thought. We are almost wholly lacking in the basic data as to distribution. We know our production in most important lines of activity. We know a great deal about stocks of commodities in the hands of producers. We know very little as to stocks in the hands of consumers, the area of distribution in any commodity. If we had a census of distribution I am convinced that this information would automatically eliminate a great amount of waste in the whole distribution machinery. High pressure selling and marketing expenditure in unprofitable areas is a national waste. We do not know where these areas are today.

Next to statistics as a power to elminate waste, come standards.

In order to have standards we must have methods of test by which the fidelity to these standards can be determined. We must have a definition of terms which we apply to these standards. We must have a formulation of specifications to express these terms. Here we enter upon involved problems of chemistry and physics and trade practice and public need and legal implications of the widest character.

There are processes of wasteful competition which are entirely outside of legal interpretation of unfair competition. They rise chiefly from ignorance of efficient methods of conducting business and they impregnate our whole system of distribution from top to bottom.

Few people who have examined our distributive methods will deny that a minor element of our retail traders are so ignorant of the primus of accounting that they unconsciously deplete their capital to the point of exhaustion before they cease operations. It is also generally apparent that such people are dangerous competitors, who undermine the whole scheme of fair competition and thus do far more damage than their numbers might imply. These men are sure to result eventually in failures with a consequent waste of capital, which is reflected in higher costs to the consumer. It is not in the interest of the public to have so many units in any trade that they can not all operate efficiently at a living wage; it means a vast duplication and in the end imposes charges on the ultimate purchaser.

Education Is the Remedy

The only remedy that I know is education. For some time the Department of Commerce has been attacking this problem with the aim of spreading among this section of the business public a better knowledge of what constitutes efficient trade practices. An indication of the interest evidenced by the public is seen in a demand for over 55,000 copies of the first bulletin* issued. Comprehensive plans are being laid and followed by the Department to collect and disseminate knowledge of best merchandising practices in many trades. Requests from many branches of commerce to aid in solving specific problems have fairly deluged this organization of the Department. I cite this fact particularly, as the methods being applied are those of scientific analysis and treatment which I have just recommended.

*"Budgetary Control," prepared under supervision of L. A. Hansen, now associate editor of *Electrical Merchandising*.

OWEN D. YOUNG

Chairman of Committee on Census of Retail Distribution, appointed by Secretary Hoover following the Washington National Distribution Conference in January. Mr. Young is known to the world-at-large as having had a large part in drafting up the famous Dawes Committee Plan for the economic rehabilitation of Germany. His name is most familiar to electrical men, however, as chairman of the boards of both the General Electric Company, and the Radio Corporation of America.

FRED M. FEIKER

The vice-chairman of Mr. Hoover's committee which will undertake a census of all retail outlets in the United States. Mr. Feiker will thus actively organize the first broad-scale attempt ever made to enumerate and classify dealers of all kinds, stocks carried, annual sales, markets, etc. Mr. Feiker is an operating vice-president of the Society for Electrical Development. He was formerly vice-president of the McGraw-Hill Company, and was the first editor of *Electrical Merchandising*.

Getting the Most for Advertising Money in Omaha

How F. E. Parkins of the Nebraska Power Company, Omaha, Uses Newspaper Space and Window Decoration to Seize Public Attention and Make Them Talk About Electrical Necessities

EVERY merchant, large and small, has the same kind of selling tools. Aside from an outside sales force which he may or may not have he has at his disposal display windows, a store room and newspaper space.

The profitable use of these selling tools depends on the man who is using them.

The largest company with the finest windows and an immense advertising appropriation will not create as much public interest nor get as much attention for store and merchandise as the merchant with a more modest appropriation and fewer windows if the latter shows a greater ingenuity.

The repetition of these truisms is to introduce an electrical merchandiser whose windows, store display and advertisements are watched, visited and talked about by the buying public of his city—Frank E. Parkins of the Nebraska Power Company, Omaha, who is greatly responsible for the large store sales made at a relatively low sales expense. Net sales for 1923 were $374,000 of which two-thirds were made in the store.

Because Parkins' window and store displays and newspaper advertising are planned to further the electrical idea as well as to sell merchandise for the Nebraska Power Company, much business is created that goes to the contractor-dealer. This is evident from the fact that few cities anywhere have in proportion to size, more or better electrical dealers' stores than Omaha.

A newspaper advertisement reproduced with this article created more talk in Omaha than any news story printed there in months. Headed, "Are You Working for Your Husband's Second Wife?" it was a brutally frank talk to the housewife who does her work by old fashioned non-electrical methods.

This piece of advertising TNT appeared in the morning papers on October 15 and by noon nearly every one in town was talking about it. The Lions' Club and the Press Club which had their weekly luncheons on that day both made the ad the basis of discussion. A woman's club meeting that afternoon used this ad as a text for a discussion which we may assume was a lively one.

Hitting Close to Home

People called up the Nebraska Power Company to comment on the ad. One woman, in tears, got Mr. Parkins on the wire to assure him that the second wife's lot was no easier than the first.

This ad succeeded in making people talk. All the talk had driven further home the fact that home work can be done and should be done electrically.

The man who said, "Silence is golden," did not live in the twentieth century. Whether it is a show or a movie star or a baseball team or an electrical store, when the public talks about it the talk is golden. Mr. Parkins plans his window displays as well as his advertising so that the Omaha public talks about them.

Window shopping at night has be-

Throwing a Bomb Into Electrical Advertising

Getting people into warm discussions over the subjects presented is an effective means used by the Nebraska Power Company, Omaha, to make the most out of its newspaper advertising. An illustrated advertisement headed, "Are you working for your husband's second wife?" was one piece of TNT used by the company.

Store decorations help sell merchandise. The Nebraska Power Company plans store display decorations as carefully as window trims and newspaper advertising. It also believes in showing plenty of merchandise for people to see and desire.

come a habit. If in any town the public does not drive downtown at night to park the car and take a walk around to see the windows, the merchants are overlooking one of their best bets. Now the problem for the merchant is to keep his windows continually new and novel in order to maintain this public interest.

This is not so hard with the store dealing in style merchandise. Styles change and women want to see the new ones. But with the electrical store there is not the opportunity to recapitalize on style interest. Electrical merchandise is staple and while it lends itself easily to attractive display it is not so easy to make displays that will be novel.

Mr. Parkins has solved this problem most happily by the use of accessories and backgrounds that add interest, attract the shopper and center attention on one electrical appliance.

Tie Up Window with National and Civic Events

These windows also gain effectiveness by being tied in usually with some national and civic events such as "paint up and clean up" week, national holidays, Armistice Day, or some special campaign the Nebraska Power Company is staging.

The windows illustrated show this clearly. Now anyone might glance at these pictures and comment "But that is too expensive and too much trouble for my store. Besides there is no one in my town who can paint up this kind of thing." That's wrong. These windows are not expensive, they can be used more than once and the man who can paint them is probably right around the corner.

It takes a little time and some thought and planning. That is the biggest part of it.

A radio window with a freight car and the two hoboes cost $20. A vacuum cleaner window cost $28. A washer window and store decorations to match cost somewhat more than $28.

Mr. Parkins plans these windows and they are carried out in compo board by a local sign painter. A compo board freight car was used for a radio window and also for an Armistice Day window with the words chalked on it: 40 hommes, 8 chevaux, and some figures of American soldiers and a flag hung over the car door. This change cost $5.

This newspaper advertisement six columns wide and full page length hit Omaha between the eyes one morning. Before night it had been discussed in three clubs and at ninety per cent of Omaha dinner tables. When advertising does that—it's good.

A vacuum cleaner window which linked up with "paint up and clean up" week sold cleaners. The big cleaner was twelve feet long and the brush was made from a pole with pieces of rope stuck into it. This was operated by a belt in the center, which ran to a 1-hp. motor under the name plate. In all these windows a spotlight centers on the appliance.

The washer window illustrated was used several times with various makes of washers. The window decorations often matched the store decorations. The cost for the painted decorations, hangings, artificial flowers, Chinese lanterns, etc., was $275. The Chinese joss in the window was painted and the large Chinese vase was borrowed from a department store.

Although window and store decora-

tions are both elaborate and effective the yearly cost is not great. The total allowance for advertising and display is 5 per cent of the net sales which for 1923 were about $18,500. This cost covers billboard advertising and a service which links up dealers' advertising with that of the power company.

This service consists of mats for newspaper use, posters, and stickers for auto windshields furnished to 50 dealers. This dealer advertising cooperation is a part of a selling policy which works for the dealers.

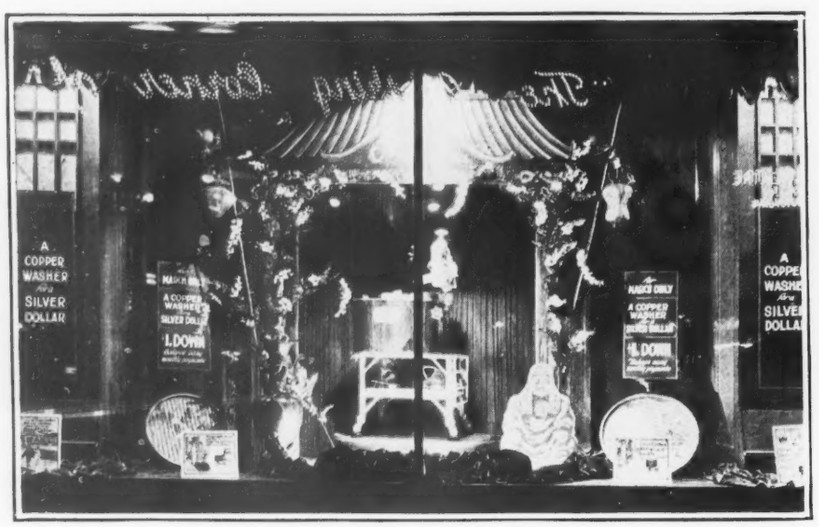
Sell Wiring Jobs for Contractors

The Nebraska Power Company maintains two outside salesmen who do nothing but canvass for old housewiring jobs. The power company takes the contract at fixed prices for both wiring and fixtures. The wiring jobs are divided among the contractors who wish to participate and the fixtures among the contractor-dealers who handle fixtures. When this work is done on a time-payment basis the power company pays the contractor cash and carries the account.

In 1923 there were 2,300 old-house wiring contracts placed with the power company and approximately 1,800 in 1924. The wiring salesmen also sell additional convenience outlets in those houses already wired.

The regular price for a convenience outlet is $8, although, of course, some conditions necessitate a somewhat higher price. But it is an interesting fact that in Omaha, a large number of convenience outlets are sold, as it were, over the counter.

The Nebraska Power Company has found that it can stimulate holiday buying to new high levels by turning the main show room into an appliance exposition.



Instead of an ordinary holiday display the Nebraska Power Company holds an appliance exposition. The salesroom is turned into an Electric Show which greatly increases sales.

This window tied in with a washer campaign. The pagoda and joss which serves as a stage were painted on compo board. Two spot lights made the washer visible for blocks. The Chinese effect gave the window a distinctive tone.

For three weeks at the beginning of the holiday buying season, booths are arranged for a comprehensive display of appliances. Many factories send demonstrators for this period to aid the power company's sales people.

This exposition idea first was tried in 1923. The result was a marked increase in sales over the preceding year. December sales in 1922 were $46,000. In 1923, the year of the first Appliance Exposition, December sales were $57,000. During the second Appliance Exposition in 1924 sales (estimated) were $65,000.

Toronto Now Has "Red Seal" Standard for Stores

Specifications for a "Red Seal" standard for stores have been approved by the board of directors of the Toronto Electric Service League.

The specifications, effective January 1, are as follows:

Windows—Outlets to be spaced not more than 14 inches (12 inches preferably) apart, and set 10 inches from glass. Outlets to be 150-watt capacity, 15 amp. per circuit.

Interior—Outlets spaced not more than 10 feet apart in one or more rows. When store is 14 feet wide, or wider, two rows or more. Distance between rows to be not less than 8 feet in stores with two rows only. Larger areas, outlets 10 feet apart, either way. Outlets 150-watt capacity.

Convenience outlets—One duplex for each window, and one outlet for each 20 feet of baseboard.

Service—25 per cent extra capacity over connected load.

Recommendation—Two switches per circuit.

The specifications were drawn up originally by a group of lighting men including Frank Groome, Holophane Glass Works; H. H. Gardiner, Masco Company; Alfred Harper, Canadian General Electric Company, and I. D. Smith, Toronto Hydro Electric Power Commission, in consultation with several contractors who specialize in store wiring.

The board of directors of the league approved the specifications as drawn up with a few slight changes. The specifications went into effect the first of the year.

Now that the "Red Seal" home idea has been tested and proved in Toronto, the electrical men in that city are launching a similar campaign to increase store lighting.

How Duncan Figures Wiring Prices "On the Spot"

Spokane Contractor Increases the Size of His Jobs by Selling Wiring on the Unit Plan—He Does This by Means of a Printed Form Which Provides for All Necessary Information

THE tailor who makes suits for his patrons gives the customer a price on the finished product during the first interview. He knows from experience just about how much time and material will go into the suit. If unusual dimensions call for an extraordinary amount of either, he can tell at a glance about how much he should add to his regular price. Why should not the man who wires a home be able to figure the costs of his job in the same way?

He can, according to Proprietor Duncan of the Duncan Electric Company, Spokane, Wash.,—and he should. The man who comes to inquire about the cost of wiring his home prefers to talk business *on the spot.*

If the contractor must wait until he has taken all measurements of the house, has worked over blue prints and has figured out materials in detail, he probably has lost the chance of talking to the owner in reference to increasing the number of outlets installed. He cannot very well make his point while the owner is still uncertain as to price—and later the opportunity has passed. Nine chances out of ten his bid is submitted by mail.

Unit Prices Enable Him to Talk Figures at Once

Mr. Duncan has worked out a series of unit prices for outlets of different types in a standard sized house which enable him to talk figures with the home builder at once. He has a printed form which is at his pencil's point as he talks. On this he notes the exact nature of the job, whether the house is old or new, of what material it is being constructed, the number of stories, its dimensions, the height of the ceiling and other particulars of this kind.

By this, he can tell at a glance whether or not the wiring required is greater than that of the average house upon which the unit figures are based. If there is a foot or two more to be reckoned with, one or two per cent is added to the figures used. This system has been worked out carefully on the basis of several years' experience in house wiring work. Mr. Duncan not only knows how much labor and materials go into the usual job but also just what should be allowed proportionately for every foot increase in wiring.

The question of the number of outlets for each room is now presented. The form has the proper columns and blanks in which to record this information. Here is where the opportunity is offered to extend the job. With the unit prices at hand, the owner can consider intelligently just how many outlets his purse can stand.

The cost of wiring is usually so small as compared with the cost of the rest of the house that the price is seldom a serious deterrent. It is rather the fear of what extra outlets will cost before this cost is known. The back of the blank which has been folded over during the conversation into a shape convenient for the pocket, lists suggestions for wiring a modern home. These make good talking points and the list of appliances, which he is likely to want to use in each room, often suggests to the owner the need of an additional outlet.

List of Appliances Sells More Outlets

These suggestions are as follows:

Suggestions for wiring a modern home—Install correct wiring when you build. It is better to install too many outlets than too few.

For Illumination Only—Ceiling and bracket outlet controlled by switches. Closet outlet operated by opening and closing the door. Master or burglar switch at the head of your bed. Three-way switches, lights controlled from two or more points. Street number illuminated.

For Appliances Only—Front porch or terrace. Tea wagon, electric fan, electric bell.

Reception hall—Portable lamp, vacuum cleaner, telephone.

Living Room—Piano, floor, table and mantel lamps, tea wagon, heater, log, vacuum cleaner, radio, player piano.

Dining Room—Serving table, fan, heater, buzzer, in floor for table appliances.

Bedrooms—Heater or vacuum cleaner, reading lamp, heating pad, sewing machine, curling iron, bell, telephone, master switch, automatic closet switches.

Bathrooms—Air heater, water heater, hair dryer, curling iron, etc.

Breakfast Nook—Toaster, percolator, heater, etc.

Kitchen—Range, water heater, dishwasher, ironing, cooking appliances, bells.

Rear Porch—Meter and fuse cabinet, washing machines, switch for garage, bell ringing transformer—no more batteries.

Laundry—Washing machine, ironing, wash boilers, etc.

Garage—Portable light, bench motor and compressor, heater for winter.

Before the customer has left, the entire wiring installation is decided upon, the price fixed, and the job definitely awarded. Time has been

Boosting Size of a Wiring Job by a Prompt Estimate

Just as a tailor promptly tells a customer the cost of a new suit, Proprietor Duncan of the Duncan Electric Company, Spokane, Wash., tells a customer the cost of a wiring job right on the spot. Mr. Duncan has worked out a series of unit prices for outlets of different types in a standard sized house which enable him to talk figures with the home builder at once.

By giving figures promptly he has an opportunity to suggest additional installations which mean more comfort for the customer and more profit for him.

saved on both sides—and the plans probably include several outlets which would not otherwise have been included.

This form is made out in triplicate, one being given the owner, one kept on file and the other given to the workman who goes out on the job. A space is provided for a report from the wireman on exactly what he has put in and just what additional material is needed on the job. The store department therefore knows just what kind of receptacle, what type of switches, etc. to send from stock and much time is saved through not having to return to exchange material.

Record of Time and Material Kept as Job Progresses

Accurate records are kept of each job as it is under way. Time slips turned in by the men are entered in the folder for each job. Material slips also are placed in this folder after being costed. Folders for all work under way are kept in a portable file, making it easy to determine the exact status of each job.

At the beginning of each day, Mr. Duncan opens the vault, reviews his cash on hand and balance in the bank, and checks over yesterday's business as revealed by the contents of each job folder. He therefore knows just where he stands and how the events of the forthcoming day are best to be met.

Inasmuch as the price charged for the work is entered on the estimate slip which is filed in the same folder, it is possible to tell just how the estimate is working out. No possibility of loss remains. The only item which does not appear in these figures is the overhead, which is already known in advance.

Advantage of System Is Simplicity —Creates Confidence

The great advantage of the entire system is its simplicity. No complicated books are necessary—in fact no actual entries are made for any job until it is complete. The complete record is available at all times for immediate inspection and chances of error are eliminated.

The customer in the meantime feels that he is dealing with a "one-price" man. He has seen his job worked out from his own figures as he stood by and he is satisfied with the cost of the work. Which means that when he has another job he brings it to Mr. Duncan.

Calling Builders' Attention to Electrical Equipment

To call attention to the advantages of up-to-date illumination in office buildings, the Kansas City Electric Club recently circularized 322 architects, builders, construction companies, general contractors and real estate firms with a letter which read, in part:

No doubt you realize the value and importance of good illumination in your planning of, and contact with, homes and buildings, but it usually takes a specific outstanding example to bring the message of good illumination to us in a way that makes it "set" for years to come.

Such an example is the new Kansas City Life Insurance Building at Thirty-fourth and Broadway. Here is one of the best lighting jobs in the city.

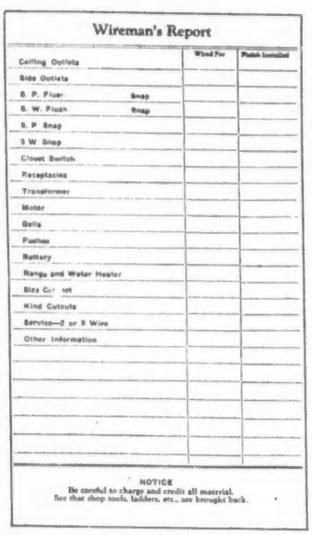
The moonlight effect on the front columns is a rare illustration of colored flood-lighting and the right effect was secured only after several nights of careful experimentation. Only fourteen projectors are used, each containing a 250-watt lamp which throws its rays through a pale blue heat-resisting lens.

The interior is a splendid example of adequate and well-diffused illumination with a total absence of glare and shadows. Careful calculations were made in determining the amount of light required in each outlet throughout the building.

Here are a few interesting features: 544 ceiling light outlets with some designed for 3,300 watts each; 235 wall switches for independent control of lights or small groups of lights; 235 convenience outlets (base receptacles), many being duplex, to provide for desk lights, fans, etc.; special vacuum cleaner outlets which will not receive the standard plugs used for other outlets; all cooking in the third floor kitchen done by electricity; provision made for future extension of wiring to certain points outside for illumination of the grounds and shrubbery.

It may well be worth your time to visit the building and look over the illumination and electrical installation.

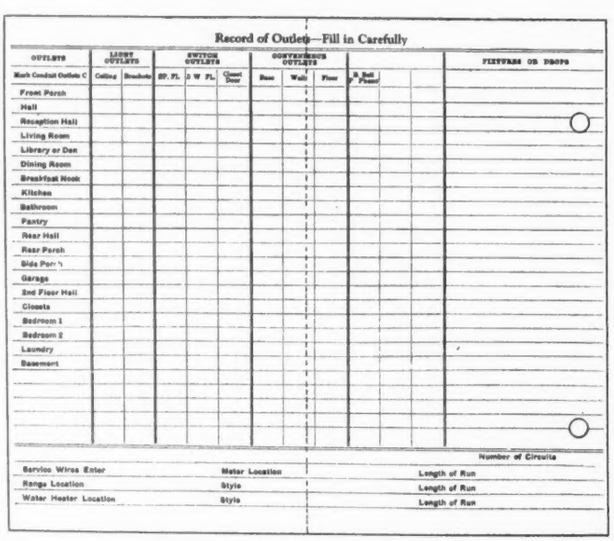
By circularizing architects, builders, contractors and real estate firms, the Kansas City Electric Club went right to the men who have the greatest influence as the type and extent of electrical installations in buildings. By taking a prominent office building as an actual example of a completely equipped electrical building, the club produced a situation that approximated an exhibit of an "Office Building Electrical." Which leads to the thought, Why not exhibit an "Office Building Electrical" in every city?


Wireman's Report

Ceiling Outlets — Wired For — Finish Installed
Side Outlets
S. P. Floor — Snap
S. W. Floor — Snap
S. P. Snap
S W. Snap
Closet Switch
Receptacles
Transformer
Motor
Bells
Pushes
Battery
Range and Water Heater
Size Cut out
Kind Cutouts
Service—2 or 3 Wire
Other Information

NOTICE
Be careful to charge and credit all material.
See that shop tools, ladders, etc., are brought back.

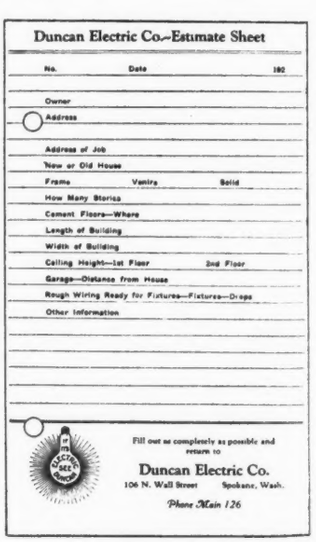
All necessary details of the installation are entered on this blank. This enables Mr. Duncan to figure how the job will compare in material required with the average and whether an additional one or two per cent should be added to the unit prices.


Record of Outlets—Fill in Carefully

OUTLETS | LIGHT OUTLETS: Ceiling, Brackets | SWITCH OUTLETS: SP. FL., 3 W FL., Closet Door | CONVENIENCE OUTLETS: Base, Wall, Floor, Push Button, Floor | FIXTURES OR DROPS
Mark Conduit Outlets C
Front Porch
Hall
Reception Hall
Living Room
Library or Den
Dining Room
Breakfast Nook
Kitchen
Bathroom
Pantry
Rear Hall
Rear Porch
Side Porch
Garage
2nd Floor Hall
Closets
Bedroom 1
Bedroom 2
Laundry
Basement

Number of Circuits
Service Wires Enter — Meter Location — Length of Run
Range Location — Style — Length of Run
Water Heater Location — Style — Length of Run

As Mr. Duncan enters the number of outlets for each room he has an opportunity to point out the need for more extensive wiring than the owner had originally planned, and when all the information has been entered, he has a summary of the whole job.


Duncan Electric Co.—Estimate Sheet

No. — Date — 192
Owner
Address
Address of Job
New or Old House
Frame — Veneer — Solid
How Many Stories
Cement Floors—Where
Length of Building
Width of Building
Ceiling Height—1st Floor — 2nd Floor
Garage—Distance from House
Rough Wiring Ready for Fixtures—Fixtures—Drops
Other Information

Fill out as completely as possible and return to
Duncan Electric Co.
106 N. Wall Street Spokane, Wash.
Phone Main 126

On the back of the pink slip which goes to the wireman is space on which are to be entered the accurate record of the work done and the exact materials still required. This obviates delays due to error in sending the wrong materials.

The New Spirit of the Credit Man

The Purpose Now Is to Keep the Customer in Financial Health—How J. S. Thomas, the Elliott Lewis Credit Man, Is Helping Contractor-Dealers to Prosper

By W. E. BAYARD

THE popular conception of a credit man is this—a frowning chap with the manners of a sour street-car conductor and the general disposition of a quince. He is supposed to lay awake at night scheming with devilish delight how he is going to jump on the neck of some poor contractor at 9:30 next morning. Apparently his favorite indoor exercise is squeezing the gizzards and wringing the hearts of discouraged customers who are experiencing a bit of hard luck—of course through no fault of their own.

Well, in the words of the prophet—this is the bunk! There are some credit managers of course, who are so used to putting pressure on collections that they forget that behind every account is a human being and they neglect to be sympathetic or even polite. They fail to pay due regard to the difference between a customer who is really up against it and needs help and another chap who is trying to sidestep his debts. But times have changed in the credit field since father was a lad, just as they have in the selling end. There is more humanity in the relations between the seller and buyer today. The mutuality of interest is more fully recognized.

Prevention Is Better than a Cure

Men have begun to realize that delinquency is just a sympton of economic illness and that the best way to make collections is, first, to be careful about extending credit. but even more than this, to keep a friendly contact with the customer and give him guidance that will keep him sound financially. Like the proverbial Chinese physician, the modern credit man is supposed to keep the patient well. It is up to him to prevent the customer from getting into financial difficulties by watching constantly for danger signals and being on the alert to go to any customer who seems to be skidding into money troubles and help him straighten out his finances and climb up on his feet.

To take a good example and make it more definite let's consider a case in Philadelphia—J. S. Thomas is credit manager there for the Elliott Lewis Electrical Company, the well-known jobber. Thomas says that the greatest enemy of the electrical business is the man who will not make a statement of his financial condition, because he is the man whom you can't help. His work therefore is directed toward making a contact with the customers of his house who will establish a friendly basis of understanding between them.

A Partnership

The sales department is busy day by day selling the customer the idea that Elliott Lewis has the goods and is ready to give good service in delivery. Thomas is no less busy selling them another idea—that Elliott Lewis and the smallest contractor who buys from them are in a practical partnership in which they must be frank with each other and helpful in any way that is mutually advantageous.

The most important thing of all is that each party to the partnership should keep well so that he can do his part of the work. That means that Elliott Lewis must keep their stock up ready to deliver whatever the customer wants. And by the same token the contractor must keep his bank account and his profit up so he can deliver the money that he owes promptly to his jobber.

Mr. Thomas is trying to convert three kinds of contractor-dealers. They are

1. Those who are in trouble and won't tell,

2. Those who are in no immediate danger, but have weak statements and are afraid to show them for fear it will hurt their credit, and

3. Those who have no statements and don't know how they stand.

He is trying to convert them to belief in the good heart and good intent of the credit man so that if any one of them becomes financially ill he will call in a credit doctor and let him help.

What Happened to the Man Who Told Too Late

Here's where the trouble comes—the average individual doesn't want to admit that he is not well and strong physically. He is even more sensitive as to his financial health. If he is making money and prospering he likes to have it known but if he is not prospering, if he is financially sick, he doesn't want anyone to find it out. A chap came to Thomas the other day—"The jig is up," he said. "I'm busted and I owe you a lot of money and I am sorry. But I've done the best I could to prevent it and I can't help it."

"Maybe you have," said Thomas. "But you haven't let us do the best we could to help you prevent it. Why didn't you come to me before?"

"I didn't like to," said the man. The fact is he hadn't gotten the idea. He didn't realize that Thomas would have come to help and not to scold, that he would have suggested practical things to do that might have pulled him through, that he was there to help him.

Keeping Them Well

There are three kinds of men whom Thomas is working to convert:

1. Those who are in trouble and won't tell.

2. Those who are in no immediate danger but have weak statements

The "Well, what do you want?" type of credit man is fast passing away.

and are afraid to show them for fear it will hurt their credit.

3. Those who have no statements and don't know how they stand.

The great objective toward which all credit men are working today, therefore, is to sell the idea to the contractor and the dealer that a statement can't hurt them. If they are sick financially it will show this fact and they can call in a credit doctor. But the statement itself won't make them sick. The Electrical Credit Association of the Middle and Southern Atlantic States has recently appointed a committee to act as counsellors to aid electrical firms which are in trouble and need help. The Association of Electragists has a committee of financial advisers whom contractors can consult.

It all points toward the new spirit among credit men, though, of course, it is hard to get the man who needs the help to ask for it. Men form arbitration committees and everyone admits that it is a good idea, but when the argument waxes hot, they get mad and tell it to the judge. Just so when they find themselves slipping financially they get scared and won't tell anybody.

However, the idea is spreading. Electrical men are beginning to get a new slant on the value of a statement and the importance of the buyer and the seller both knowing the facts. This practice of giving statements to the jobber and the manufacturer is spreading because these individual credit men like Thomas, are preaching this gospel of confidence and co-operation week after week and by helpfulness to men in trouble proving that it pays.

What is this statement that the jobber's credit man wants and ought to have from the contractor-dealer? It isn't a long elaborate rigamorole that shows every cent that's in the stamp box and how much the boss takes out in salary and how long the oldest unpaid bill has been overdue. It isn't that at all.

What Thomas wants is just a list of quick assets and quick liabilities. He wants to know how much this contractor is worth in cash in collectable accounts, in merchandise, and he wants to compare this with the notes he owes and the bills he owes. That will show at a glance the state of the man's financial health, his ability to pay for what he buys. A comparison of two such statements suggested by Thomas as examples of what he considers a good statement and a poor one is given in an accompanying illustration. A good statement he feels should show at least double the total value in cash accounts receivable and stock than it does in notes and accounts payable. The two to one ratio is a fair rule.

Thomas in Action

What does Thomas want these statements for? He wants them for two reasons. In the first place he wants to see if this man's business is in good health. If he finds that it is not, that it is out of safe balance, then he knows that that man needs some help and Thomas goes to him. He talks the situation over, advises him what to do—perhaps to reduce the amount of money that he has tied up in stock, perhaps to do a better job of collecting and get his money in more promptly. He goes with him to his bank, sometimes, and tells the banker something more about the electrical business and this man's condition and opportunities and perhaps arranges a better line of credit for him.

As a result, the contractor has suddenly acquired two new resources, the help of his local banker and the help of his jobber's credit man and if he is sincerely eager to get his affairs straightened out, he will follow their advice and get his house in order and the first thing he knows he will begin to make some money and get a taste of prosperity.

The second thing Thomas wants the statement for is so that he can size up that man's strength and decide how much material he should be permitted to buy. This decision is made not only in the interest of Elliott Lewis, understand, but quite as much for the good of the contractor. This is all frankly explained to this customer.

Over-trading is responsible for more money troubles than any other one thing. A man with $1,500 capital tries to swing a $5,000 contract. He is over-anxious for business. He wants to make money, to get ahead. He sees a chance to take on a big job and make a big profit. He figures he can get the material from the jobber and stall him along till the job is done and he gets his money. He takes it. He strains his resources to pay his men and to buy this and that and the first thing he knows he is up against the ropes and his wind is gone.

Now the best possible protection for that man is to be on terms of intimate confidence with his jobber, to go to this jobber when he sees this alluring opportunity and tell him what he wants to do. The jobber's credit man, knowing the man's financial strength will either say "go to it, we'll help you swing it" or he will say "I wish you luck if you insist on trying it, but I won't be a party to getting you into trouble. You are not financially able to take on that contract."

Hard to Do, But It Is Best

It is hard for a jobber to turn down a big order, just as hard as it is for the contractor, but it is the thing to do under such circumstances. It will probably save the contractor from going broke and the job will simply go elsewhere in legitimate channels and make better business.

E. W. Shepard of the Western Electric Company, who is president of the National Electrical Credit Association, says—"The big problem in the credit world today is not whether a man is entitled to credit but how far to go with him." That expresses pretty well the present day attitude. heretofore the credit man has been getting on the job too late. He has

been playing the role of the undertaker or the specialist who is called in on the case when the family begins to lose hope. Now he is trying to get contact with the customer before any trouble starts and by cooperation and advice keep him in financial health.

Here are the danger signals that Thomas watches for to guide him to customers who have not come in advance for counsel but are in need of help:

1. A statement showing less than two to one in quick assets to quick liabilities.
2. Slow payments on the account.
3. Name continually on delinquent list of Electrical Credit Association.
4. Entering of suit by some other creditor.
5. Personal observation by salesman or credit man that customer is incompetent and is following methods that point to failure.

The idea of confidence and cooperation in their financial relationship is continually being strengthened among all the customers of Elliott Lewis—just as it is in the case of many other progressive jobbing houses—but at the same time Thomas keeps on the watch for these danger signals, writing letters and making many calls, which help a lot in building confidences.

When some customer does fail he tries to save for this unfortunate what he can out of the wreck, by calling his other creditors together and arranging for a creditor's committee to take hold and do what can be done. For there are two great dangers in settling up insolvent accounts—first over-anxious creditors who rush in and push the customer over the brink, and second, shyster lawyers who swoop down and try to throw the case into bankruptcy. Thomas tries to beat both of them to it, and to keep the attorneys off the grass until a friendly committee of creditors can trim the hedges and plant some more lawn. So do the other credit men, who have seen the light.

The "Hello, Jim, I dropped in to see what I can do for you," type is now with us.

I asked Thomas one day to let me look over some of the correspondence that he carries on with these customers whom he is guiding out of the bogs. It was interesting. I picked out copies of these three letters that he had written one man.

Helpful Letters

Here they are without further comment.

Dear Mr. Blank:

We appreciate very much the copy of your financial statement which accompanied your letter and want to say that it is only by methods of this kind that the jobber and contractor can cooperate with each other properly. You, undoubtedly, have made splendid headway, but we still feel that we should caution you about your merchandise indebtedness which is too large. In other words, you should pay special attention to collecting your accounts, and reducing your stock. You can very readily correct the situation now, but we have seen so many cases where the weakness has been permitted to grow by the contractor, until it was too late.

We would strongly urge you, too, in matters of this kind, to talk them over frankly with your bank, because it is in a position to give you splendid counsel. We have always noticed that the contractor who keeps in close touch with his bank is invariably the most successful.

If we can be of any special service to you at any time, please do not hesitate to call upon us.

Very truly yours,

Dear Mr. Blank:

Thank you very much for the check in amount $100 which has been placed to the credit of your account and we also appreciate the order for the wire which is having our prompt attention.

There is still quite a substantial sum open in your account which has been standing over sixty days, and we are going to ask you to make a special effort to take care of it this week.

Did you give any serious thought to our letter of August 24 in which we urged you to keep your stock of merchandise down as low as possible and to go after your collections strong? Your statement of March 31st, shows that your indebtedness for merchandise was too heavy but we trust that you have been successful in correcting matters. It is a common mistake to attempt to do too much business for the capital invested and we know of many cases where the contractor and dealer did not realize the situation until it was too late.

If you have prepared a recent financial statement we would appreciate it if you will forward us a copy, or if the writer can be of any service to you, whatsoever, will be mighty glad to call to see you at your convenience.

Very truly yours,

Dear Mr. Blank:

Thank you very much for your splendid message of the 21st instant.

We are very much pleased to learn that you are watching your stock very closely to see that it does not increase, and that you are giving special attention to collections. We will be very glad to receive a copy of your latest financial statement and will give you our comments about it in a spirit of helpfulness.

I will make it a point to run up to see you one of these days real soon and in the meantime if there is anything special we can do for you, do not hesitate to call upon us.

Trusting that you will enjoy a big holiday season, and with best wishes, we are,

Very truly yours.

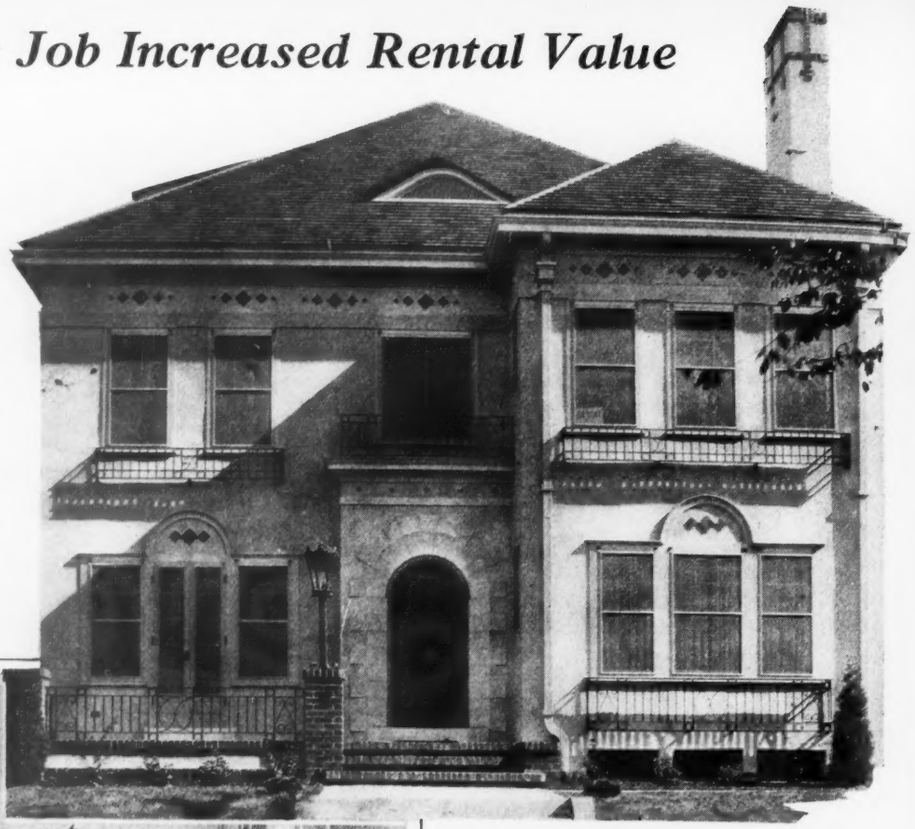
What Mr. Thomas Considers

A Good Statement		*A Weak Statement*	
Assets		*Assets*	
Cash in Bank	$7,000	Cash in Bank	$3,225.80
Accounts Receivable	14,207	Accounts Receivable	40,721.20
Merchandise at cost	8,000	Merchandise at cost	14,560.00
Real Estate (clear)	10,000	Real Estate	16,000.00
Machinery and Fixtures	2,700	Machinery and Fixtures	2,700.00
	$41,907		
Liabilities		*Liabilities*	
To Bank for Borrowed Money	$4,000	Notes Payable	$15,000
Owing for Merchandise	7,700	Accounts Payable	22,000
		Mortgage	10,000
	$11,700		$47,000

Complete Wiring Job Increased Rental Value Ten per Cent

Here is a story that should help electrical contractors sell wiring prospects the idea of complete electrical equipment for rental property. R. M. Laird, president of the R. M. Laird Electric Company, Minneapolis, recently built this attractive duplex house completely equipped electrically. He says, "The cost of the electrical work, together with fixtures, amounted to about $1,600. The added rental value with complete electrical equipment is about 10 per cent, but the real advantage is the attractiveness to the renter. The actual cost of the lot and building is $26,500."

On the porch a lighting standard of Italian design harmonizes with the Italian architecture. A duplex receptacle is just under the window. The house is provided with intercommunicating telephones of the latest flush type with transmitters and receivers concealed.



The kitchen equipment includes an electric range with a forced draft connection direct to main flue, built-in electric refrigerator, and three duplex baseboard receptacles.

The living room equipment consists of 46 lighting outlets and six duplex baseboard receptacles. The side brackets are on a separate circuit and the room has five switch controls, giving an illumination in six different colors. The electrical fireplace is in the form of a birch log. A combination bookcase and radio cabinet is built in with all wiring concealed.

What Are Electrical Salespeople Being Paid?—I

By J. F. FRI
School of Retailing, New York University

This study of plans for paying the sales force in electrical stores was made for "Electrical Merchandising" by the author who has specialized in the analysis of methods of compensating sales people in general merchandise lines.

It is the result of a direct effort on the part of "Electrical Merchandising" to arrive at facts regarding selling expenses in electrical stores.

The sole object has been to get information to pass on to the trade, rather than to make any definite recommendation. From the study, however, one point is clear—the electric-appliance dealer needs some standardized, uniform system of accounting.

RETAIL merchandising is the process of buying and selling merchandise and of maintaining the proper relation between stocks, sales and profits. The aim in merchandising is to sell a commodity at a price that will cover its cost and the expenses of selling, and yield a profit.

If net profit then is accepted as the major incentive of merchandising, the question arises as to why so large a percentage of retail electrical stores actually show a loss on their merchandising activities. Is it because the price of electrical equipment is too low or the costs of selling are too high?

It has been well recognized that the distribution of commodities at a loss to the retail merchant constitutes an economic waste. During temporary periods of business depression it may be necessary for merchants to sacrifice a profit, but the continued sale of merchandise at a price which is too low to cover the cost of selling constitutes uneconomic competition which cannot be justified either from a merchandising point of view or as a service to the customer. This loss must eventually be paid for by the consumer.

It is recognized that the sale of electrical current and the sale of electrical equipment and appliances are two entirely separate functions, although decidedly interdependent. So are the sale of roofing paint and the sale of tin roofing, but this does not mean that either can bear the merchandising burden of the other. The development of nearly every industry has been at one time or another closely dependent upon some other industry but at some stage in its development it must break away and stand alone.

Rapid Development Caused Change

With the rapid development of electrical equipment and appliances, this transition from a purely service industry to a merchandising business has been decidedly abrupt. The man who understands electricity and the installation of equipment naturally attempted to buy and sell; in other words, to merchandise the equipment which he installs, with little knowledge in most cases that he was engaging in an entirely different business.

ONE hundred fifty-eight payment schedules are disclosed in this study of 110 stores. Nineteen per cent pay a straight salary, thirty-five per cent pay a straight commission, and forty-six per cent use a combination of salary and commissions.

Monthly salaries range from $45 to $303 with a common figure of $140. Commissions vary from 3½ per cent to 20 per cent on sales.

The average sales volume for the individual sales clerk varies from $900 to over $3000.

The success of retail merchandising depends upon the effectiveness with which the retailer solicits patronage. Instead of waiting passively for patronage, a merchant must adopt aggressive sales methods. He must make his product attractive in appearance; he must arouse or intensify consumers buying' motives by means of advertising, window display, and effective salesmanship; and, finally, he must put it on sale in the places most likely to conform to the buying habits of the consumers.

As a general rule the service man does not have the qualifications and training to effectively perform the functions of merchandising. Consequently instead of increasing the customers' estimation of the merchandise, he lowers the price and enters into unwise and uneconomic competition with department stores and other electrical shops.

Selling Appliances Should Be Separated from Contracting

The first step in the elimination of uneconomic competition in retail electrical stores is the general adoption of a standard accounting procedure so that a merchant will know when he is operating at a loss. The mere knowledge that his merchandising business is not showing a profit will deter the average retail electrical merchant from cutting his prices far below the normal retail price level. The first step in determining real merchandising profit is to separate clearly the merchandise activities from all other services such as repairs and installations.

In doing this, all expenses can be allocated to the merchandise business. Probably the larger division of expenses to be proportioned will be that of selling. The selling expense includes several items, such as, supervision of sales force, supplies, and by far the larger item, that of salaries and wages.

In order to get some definite information regarding the selling costs and the methods of paying salespeople in retail electrical stores, a questionnaire was sent to representative electrical stores all over the country. One hundred and ten answers outlining 158 different payment schedules were received. Of the 110 stores reporting, 59 per cent were using more than one method of pay. Only 8 per cent were using straight salary and only 13 per cent were using straight commission as a basis for paying their sales force.

Some Stores Still Experimenting With Methods of Paying

A combination of salary plus commission was used by 20 per cent of the stores as their only basis of payment. The fact that 59 per cent of the stores are using more than one method of pay is especially significant, inasmuch as it indicates—either that no one method of pay is applicable to the electrical store or, if there is an ideal uniform basis of payment, these stores are still experimenting with different methods in order to determine the most advantageous plan.

The three general methods of compensation as used by the stores were as follows:

	Number	Per Cent of Total
Straight Salary	31	19
Straight Commission	56	35
Salary plus Commission	71	46
Total	158	

In a recent survey made by the *Retail Ledger*, it was found that 55 per cent of the retail stores in all lines were paying their employees on a straight salary basis. On the other hand, the N.E.L.A. survey of methods of paying outside salesmen by electric lighting companies disclosed the fact that a straight salary was paid in only 21 per cent of the 159 schedules reported. Of the 110 stores reporting for this study, only 8 per cent were using a straight salary basis for paying, although there were 28 per cent of the stores using it for part of their salesforce.

The monthly salaries ranged from $45 to $303 with a common figure of approximately $140. Seventy-two per cent of the stores paying a straight salary reported an average monthly salary between $125 and $150.

The amount of the initial salary in most cases was determined according to the ability of the salesperson. In one case, the salary was adjusted "every six months on the basis of 5 per cent of the sales of the corresponding period of the previous year." This method is practically a delayed commission method of pay.

Straight Commission Varies from 3½ to 20 per Cent

Approximately one-half of the stores reported that they were using straight commission as a basis of paying all or part of their sales force, and 13 per cent of the 110 stores reported that they were using this method alone. The amount of the commission varies from 3½ per cent to 20 per cent with a common figure of 10 per cent. Seventy-four per cent of the stores reported commissions between 10 and 15 per cent.

Three Variations of the Straight Commission Plan

There are three distinct variations of the straight commission plan as used by the electrical stores as follows:

(1)—Commission with drawing account not a liability against future earnings; (2)—Commission with drawing account charged against future commission earnings and (3)—Straight commission without any subsidiary pay. Sixty per cent of the stores paying commissions allowed a drawing account. Forty per cent allowed no drawing account. The common practice, when a drawing account is allowed, is to make adjustments monthly, although some stores adjust weekly and a few reported adjustments quarterly.

An eastern store writes: "We pay our five salesmen 15 per cent for the first $600 on monthly sales and 20 per cent for the balance. They are given a weekly drawing account of $25 which is deducted from commissions each month. Our monthly sales per salesperson range from $653 to $1,325, with an average figure of $930 for 1923. Our total selling expense is 17 per cent." By this method of pay, there is no pos-

(Recapitulation Sheet Showing 14 Out of 110 Stores Replying)

Study on Salesmen's Salaries in Electrical Stores

Methods of Paying Sales Clerks

Firm Number	Number of Sales People	Average Monthly Sales for Each	Selling Salary Expense Per Cent	Straight Salary — Avr. Monthly per Mo.	Straight Salary — How Determined	Straight Commission — Per Cent	Straight Commission — How Determined	When Paid	Drawing Account	Salary and Commission — Amount of Salary per Mo.	Salary and Commission — Commission Paid
1	*300	$600	8	....	.....	10 & 15	On Sales	Once a month	.....	$100	4% of 1st $1,500 8% of sales above $1,500
2	4	.....	12	....	.....	.....	.....	.....	.....	123.75	1% of sales
3	6	1,000	16	....	.....	.....	.....	.....	.....	60	5% on sales
4	4	900	14	....	.....	.....	.....	.....	.....	50	10% on sales
5	2	2,000	12	$125	On ability	.....	.....	.....	.....	.....	.....
6	58	1,860	12.2	....	.....	5	On net sales and % of Increased revenue	Quarterly	$125 per mo.	.....	.....
7	4	2,500	22	200	.....	.....	.....	.....	.....	.....	.....
8	3	300	10	....	.....	.....	.....	.....	.....	75	4% on sales
9	3	2,000	....	140	Value of business produced and experienced	.....	.....	.....	.....	.....	.....
10	4	1,641	9.5	100	.....	.....	.....	.....	.....	75	5% on sales up to $50 10% on sales over $50
11	21	1,162	....	....	.....	10	On sales	Quarterly	$125 per mo.	.....	.....
12	5	930.78	17	....	.....	15 & 20	15% on 1st $600 sales 20% above $600	Every 3 mos.	25 per week	.....	.....
13	8	2,000	9	....	.....	10	On all sales	Weekly	$100–$200 per mo.	.....	1.5% on sales
14	3	400	12	173	.....	.....	.....	.....	.....	.....	.....

* *Total of 46 stores.*
† *Based on Net Sales.*

sibility for the store to decrease its selling expense, inasmuch as the average percentage of commission tends to increase with increased sales by each salesperson.

A mid-western company employing seven inside salespeople and 41 outside salespeople pays a commission of 5 per cent, and allows a drawing account of $125 per month, with a quarterly adjustment. The average monthly sales in this store in 1923 were $1,860, with a high month of $3,120 and a low month of $1,040.

A store in Detroit, Mich., originally paid its outside salesmen 15 per cent of net sales. By a careful co-ordination between the store and its house-to-house salesmen, it was able to decrease this commission to 10 per cent. It is now paying them 7½ per cent commission and they are showing increased total earnings.

In one store, the outside salesmen were paid a straight commission of 10 per cent and the inside salesmen a straight salary adjusted individually. This method of pay must have careful supervision in order to prevent the inside salesmen from "carrying sales out of the house." In one instance in an eastern store, it was brought to the attention of the buyer that instead of making sales on the floor the inside salesmen were turning the customer over to the outside salesmen and sharing in the profits. This necessarily increases the inside selling costs.

Twenty per Cent Use Salary Plus Commission

Twenty per cent of the stores paid all of their salespeople on a basis of straight salary plus commission, and 64 per cent used this method as a basis of paying part of the salesforce. It can readily be seen that this method of pay is very similar to a straight commission with an allowance, especially when this allowance is not charged against future earnings.

In a group of appliance stores in the middle west, "inside salesmen are paid $100 per month plus 4 per cent of the first $1,500 and 8 per cent above that amount." In another store, salesmen are paid $125 per month and 1 per cent on sales.

The following schedules are used by various stores: $75 per month plus 4 per cent; $75 per month plus 10 per cent on values below $50 and 5 per cent over $50; $125 plus 15 per cent commission on all sales after the salary has been earned. For example, if a salesman sold $1,000 a month, he would be paid $150, but if he sold $600 he would be paid $125—$75 plus 10 per cent commission on all sales, but this will soon be reduced. This store has three salespeople who are paid $50, $75 and $90 respectively plus 8 per cent on all sales.

The selling salary costs in terms of percentage were determined by dividing the total selling payroll by the total sales. It is well recognized, however, that a great number of these small electrical shops are owned by the proprietor or manager who assists in selling but does not charge his business with a salary for himself.

Salary Expense Ratio High

It is impossible, of course, to make an accurate comparison between this type of store and a larger store in which all of the sales are made by salesmen. Regardless of the method of pay, however, the common figure for salary costs in selling as determined from this study is about 11 per cent. Although the range was from 5½ per cent to 52 per cent, 70 per cent of the stores reported this salary cost between 9 and 14 per cent. It was impossible to determine any direct relationship between method of pay and cost of selling. This percentage is higher than most types of retail stores as shown by the accompanying chart and table.

Salary and Wages Expense in Retail Stores
(Net Sales = 100 per cent)

	Wages of Sales Force	Total Salaries and Wages Common Figure
Grocery Stores:		
$150,000 and over..	6.9%	11.2%
Hardware Stores:		
$100,000 and over..	6.37	11.79
Department Stores:		
Less than $1,000,000	7.0	14.2
Department Stores:		
$1,000,000 and over.	5.9	15.4
Shoe Stores:		
$250,000 and over..	9.6	16.2
Jewelry Stores:		
$50,000 and over...	11.1	18.1
Electrical Stores	11.0	....

This may be accounted for in part to the fact that the electrical industry is new and people have to be educated to the value of the appliances. Electrical equipment must be demonstrated to them, and finally a certain amount of service must be furnished in order that the appliances will function properly. A great many department stores, however, are able to operate their electrical departments with direct selling costs below 5 per cent. There is reason to believe that the larger retail store will play an important part in adjusting the selling costs downward in the electrical industry.

Sales Expense Decreases with Increasing Sales

In the studies of the Harvard Bureau of Business Research, there was found a decreasing selling expense with an increasing average annual sales per employee. In the retail grocery trade in 1922, stores that showed average annual sales of less than $9,000 per employee had a salary and wage expense of 13 per cent as compared with 9 per cent for stores with average annual sales of more than $15,000 per employee. Similar relationships were shown in retail shoe stores, as indicated by the data given in the following table:

Average Annual Sales per Employee in Retail Shoe Stores in 1922*

Average Annual Sales per Employee	Number of Firms	Total Salaries and Wages (Percentage of Net Sales)
Less than 8,000	35	17.3
8,000 — 10,900	83	15.8
11,000 — 13,900	75	14.3
14,000 — 16,900	45	14.1
17,000 and over	64	13.1

*(*Bureau of Business Research Harvard University Bulletin No.* 36)

Although there has been no study of sufficient scope to determine the relation between selling expense and average sales per employee, there is no reason to believe that the electrical stores would be radically different from other types of stores. These facts regarding the relation of operating expenses and volume of sales per salesman or per employee indicate one of the chief opportunities for effecting economies in merchandising.

* * *

In the March issue of "Electrical Merchandising," Professor Fri will comment on these findings in the light of the experiences of other types of retail merchants.

This is the first of "Electrical Merchandising's" special studies in the costs of electrical store management. This article will be followed by others of a similar nature.

The editors welcome discussion of the problems presented. The readers of "Electrical Merchandising" are invited to send their comments to the Merchandising Department, "Electrical Merchandising," Tenth Ave. at 36th St., New York, N. Y.

Julia S. Groo of Portland, Oregon, winner of the $15,000 prize home

How the Dealer Is

"Cashing In" on the Lighting Contest

What the School-Children's Educational Campaign Actually Accomplished. It Is the Individual Opportunity that Offers the Cash

By EARL E. WHITEHORNE
Member Lighting Educational Committee

I BOARDED a trolley car in New Jersey the other day. It was a one man car, well filled, and after giving me my change and getting under way again, the motorman, who was a chatty soul, resumed his conversation with a man on the front seat.

"Yes, sir," he said, "there is more to it than you would think. Most people just stick a few lamps around the house and that is all they know about it. But this here contest sure opened my eyes. When my girl brought the primer home from school and began talking about home lighting, I thought it was 'bunk.' But she made us read all about gloom and glare, and I saw that there was something in it."

"You ought'a seen the way she worked over it," he continued after the next stop, "studying every room in the house and calling at the neighbors to study their lighting, and finally she sits down and writes an essay—all about the things she would like to do to make the lighting in our home perfect. She cut out the pictures of fixtures that were in the back of the book and pasted them on the pages that showed rooms without any lights, and it looked swell, and that went with the essay. We helped her some—they let you do that, you know, but mostly it was her own dope. And she won a fine prize—fifty dollars.

The New Interest

"It's great the way the kids get into things nowadays. Now she and the wife are after me to buy new fixtures for the dining room and shades for the parlor and the hall. There is a lot in this lighting when you study it."

The man on the front seat slipped in a monosyllable now and then. Everybody in that end of the car was listening while the motorman ran on and on and on about the contest and the prize and lighting and "his girl." Then his friend got off and that closed the act.

People ask—"What has the Lighting Educational Committee's home lighting essay contest actually accomplished?" Well, here's the answer, it seems to me.

This motorman's fifteen year old daughter entered the local contest

How Does the Individual Dealer Cash In?

Now that the Home Lighting Essay Contest is over, it is time for the individual dealer to "cash in" on the profits. He does it through selling inside his store, advertising, and setting up attractive interior and window displays to focus the public interest on lighting equipment. The profits depend on the individual dealer.

in New Jersey and so did over two million other school children. Nearly one million of them submitted essays.

This motorman's daughter won a prize and so did thousands of other children in the 4,774 communities that actually organized contests.

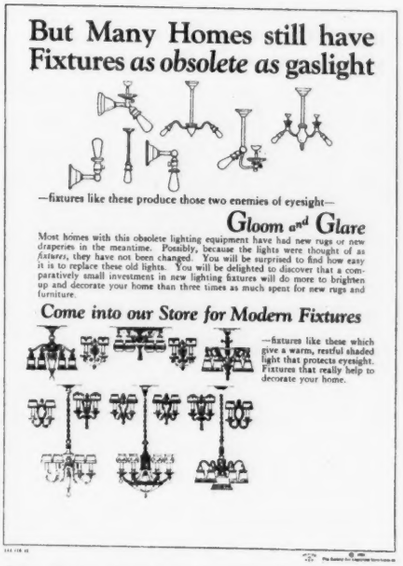
This motorman is talking about the contest and home lighting and gloom and glare and so are hundreds of thousands of other parents scattered throughout the country.

This motorman and his wife and daughter are discussing what to buy next to make the lighting of this home more comfortable, more decorative and more efficient, and so it is in all these other households where the lighting primer, the principles of good lighting and the faults of the existing installation was for a time a live topic of conversation in the family.

That's what the lighting essay contest has done—and it is a lot. On the face of it to an electrical man it doesn't look so much—the mere reading of some lessons on lighting in a home and the writing of an essay by a child—but just consider the mass figures on this campaign as shown in the box on next page, the statistics embracing all local contests. After all, this is about the most that any electrical man could ask—that the story of lighting be told to the whole household and that they be interested in actually studying the shortcomings of their own lighting equipment. To have this accomplished in close onto two million homes—nearly one-tenth of all the homes in America—is a collossal achievement. And we can figure on this because a very large proportion of the children who entered a contest and then failed to turn in an essay, nevertheless went through the preliminary study and discussed it with the family.

Home Town Pride

So the lighting story has been very widely told and in an intimate way. Also Julia Groo, of Portland, Ore., has won the $15,000 model house as the first prize. A boy and a girl won $1,200 scholarships in American and Canadian colleges. They were George R. Pinaroc, Oakland, Cal., and Dorothy Lathe, Quebec, Canada. Two boys and two girls won $600 scholarships. They were John Patten Crawford, Kokomo, Ind., Lucile Brewer, Gainesville, Ga., Joe Kelly, Martinsville, Ind., and Irene Kline, Lowville, N. Y. Two girls and two boys won $300 scholarships. They were Roswell E. Brett, Watertown, N. Y.; Mary W. Holman, Huntsville, Mo.; Everett Ehler Wigger, West Alexandria, Ohio, Eleanor Kathleen Linik, Lancaster, N. Y. Therefore, in Oregon, in California, in Missouri, Indiana, Ohio, Quebec, New York and Georgia, it has been a matter of state pride that one of their children won a prize. Why, in my small town weekly paper on the front page, I saw recently an article announcing that a Caldwell, N. J., boy now living elsewhere had won a prize, and this has happened in a thousand other cases where home town pride has been touched. Wherever a boy or a girl has won recognition in either a local or a national prize it has been talked about in the towns where they live and the towns where they used to live and the contest has been described.



One of the circulars to promote better lighting and to follow up the Lighting Essay Contest, prepared for general use by the Society for Electrical Development. Space is allowed for dealer's imprint.

Lighting Made Popular Topic Throughout Country

And out of it all has come what? A great background of new interest and an understanding of the simple fundamentals of lighting in the home—gloom and glare and the uses of shades. Lighting has been made a popular topic throughout America for a term of weeks. Lighting has been accepted as a concern of the entire household. And this has brought a tremendous opportunity to the lighting industries—by which we mean the manufacturers and jobbers of lamps, fixtures, glassware and accessories. But primarily we have in mind the local men from

The Public Is Now More Receptive to Better Lighting

As the result of the Lighting Essay Contest held at the close of 1924 the young people in thousands of communities—and their parents—have been interested in home-lighting results in a new way. This is bringing the parents into lighting-fixture stores and contractors' shops to make selections of lighting fixtures and portables.

whom these families will through the coming year purchase those things that the lighting essay contest has convinced them that they need and want. It is these local dealers in lighting equipment of every sort who will reap the immediate reward. They will be "cashing in on the campaign" for months to come in the regular course of business.

How to Cash In on the Lighting Essay Contest

That has been a great phrase through the course of this essay contest. "When the contest is over," men have been saying, "how will we cash in on it?" And early in the organization it was made plain and clear there would not, could not be any organized cashing in and mopping up process. The idea had been advanced as an educational program, and such it was. The public, parochial and private schools were invited to help and responded with surprising good-will and enthusiasm. To have made the list of essay contestants available for sales follow-up, and had manufacturers, jobbers, contractors, dealers, and central station salesmen all dropping in and saying —"Now that you know how bad your lighting is buy my stuff!"—would have brought a reaction that would have done twice as much harm as the contest could possibly do good. Everybody appreciated this and accepted this restriction and it is a fine achievement that no word has been spoken, in so far as is known, charging any local committee or electrical firm with trying to make improper capital out of this co-operation by the schools or the public's response to this educational approach.

But the idea has persisted very naturally. There have been committee meetings here and there held to review the accomplishments of the campaign. And again men have said—"Now we must keep faith absolutely with the schools and the public, but we must devise some plan to cash in on it in a big way." It's been discussed in a hundred places —and always with the same result. The more you think and talk about it, the more you see that there is no way to organize a big program of cashing in on this home lighting contest. Yet while you talk and think the follow-up is already in process everywhere—an automatic local cashing in that comes inevitably in two ways.

Already "Cashing In"

1. Ever since the campaign began more and more men and women and school girls and boys have been coming into the stores of dealers asking about lighting equipment and buying shades, fixtures and lamps to improve the lighting of their own homes.

2. Ever since the beginning of the campaign and more and more since its bigness has begun to really impress itself upon electrical men, dealers, contractors, jobbers, and manufacturers have been thinking with greater activity about the home lighting market and putting more pressure on their selling to this field.

The cashing in is therefore automatic. It has already started. It is now in active process. But it is being done as it should be done by individuals and companies, in towns and cities everywhere. They are selling better lighting equipment to their regular customers and developing new lighting customers out of the prospects that they had before them all the while.

Supplementary Support

Of course, organized groups of the industry will actively support the work. The Illuminating Glassware Guild has gotten out a little campaign of publicity that will logically follow up by talking gloom and glare in the terms that the primer used.

The National Electric Light Association has appropriated a thousand dollars in three prizes for a supplementary essay contest for employees of central stations only. This will teach a vast number of electric light and power people—clerks, meter readers, stenographers, accountants and all the rest—the same lessons that the big contest has taught the public. This will sustain and stimulate the general interest because all these electrical people will be talking about it to their friends.

Probably other groups of the industry and many individual companies will also conduct similar supplementary contests among their own people. It will all help.

But the "cashing in" will be done here, there, everywhere in the regular course of business in bigger, better, faster sales of lighting equipment from every store that sells its goods to this public that by this great educational contest has been made more receptive than it has ever been before. Therefore no dealer need wonder how to cash in on the essay contest. Other dealers are doing it now—and other jobbers and manufacturers. They are doing it in the most natural way in the world—in the only proper way—by individually selling to the individual homes in each community.

They are doing it through window displays, through their advertising and in the selling inside their stores and out by playing up lighting equipment and focusing the greater interest that now actively exists among their customers.

How much is "cashed in" now depends on the individual dealers.

The Home Lighting Contest

The Result in Figures

Original estimate of towns to organize		1,500
Number of towns actually organized		4,774
Population of towns organized		48,416,069
Percentage of population organized with users of electricity		74%
Total publicity value of campaign		$4,000,000
National committee	$500,000	
Local newspaper advertising	2,000,000	
Free newspaper publicity	1,000,000	
Miscellaneous local features and prizes	500,000	
Number of manufacturers subscribing to campaign		159
Number of communities having cooperation of schools		3,000
Number of communities making campaign part of school curriculum		500
Total number of pieces of material distributed by National Committee		10,057,000
Cost of service material to committee		$179,000
Income from service material to committee		$185,000
Total number of people taking active part in campaign		40,000
Primers and essays submitted by communities not organized		106
Total number of essays submitted in local contest (approximate)		1,000,000

Selling Lighting Fixtures Is an Art

So the Hubbards Sell Them in an Artistic Setting

Raising an electrical shop from the hardware to art store class was the achievement of Mr. and Mrs. Hubbard, proprietors of the Electrical Art Shop of Glens Falls, N. Y. Buying and selling of fixtures and store arrangement pass under the keen, artistic eye of Mrs. Hubbard, while the profits of the business are carefully watched by the merchandising eye of Mr. Hubbard, who entered the electrical game as a contractor. The story is told that once when a customer asked for four fixtures, Mrs. Hubbard discouraged the purchase, and suggested, "Three points are always more interesting than four as illustrated by the contrast between a triangle and a square. Likewise, with fixtures. Three are more interesting than four." Better fixtures were then sold.

From the hammered brass lantern that hangs over the door to the odd, antique fixtures that are seen inside, the Electrical Art Shop presents a fascinating appearance which attracts women's trade.

Every portable appliance which leaves the store is equipped with a separable plug. That is just one of the little "extra things" that the Hubbards do to hold the best kind of trade. Another is, they transform porcelain, glass and metal antiques into decorative table lamps to appeal to the élite.

The interior of the store is done in grey, a background against which various colored fixtures and shades are hung, grouped so as to preserve a general harmony. Store lighting is done with a variety of types of fixtures. Appliances are displayed on a ledge about eighteen inches high behind the show cases.

Contractor-Dealers in Springfield, Ill., Sell More Than 500 Ranges

Four of the Largest Dealers Got Together with a Manufacturer and Launched an Effective Campaign—No Outside Salesmen Used

IN SPRINGFIELD, ILL., between 650 and 700 ranges have been sold and installed within the last two years. Ninety per cent of these ranges have been sold by the contractor-dealers.

The situation became favorable for selling ranges when both the local lighting company and the city, which operates a power plant, made favorable rates for cooking.

After making a low cooking rate, the lighting company put on no special range campaigns but confined itself to selling ranges steadily in the course of business.

Four of the largest dealers, however, got together and with a manufacturer, launched range selling in a way that put the electric cooking idea over. They have created a range market that continues steady and profitable.

Several full page advertisements followed by half and quarter pages, were signed by the four dealers, Haenig Electric Company, Capital Electric Company, C. A. Meader Electric Company and Haas Electric Company. Half the cost of this advertising was borne by the four dealers and one fourth each by the manufacturer and the jobber.

A room in the city hall was provided by the commissioner in charge of the city power plant. This room was equipped as a kitchen with several types of ranges and here cooking demonstrations were held. Due to unusually warm weather these first cooking schools failed to attract as many as had been hoped but still many women got from them their first and very favorable impression of electric cooking.

All the visitors registered and the names were divided among the four dealers. The demonstrator was provided by the range manufacturer.

Demonstrations by Local Women Held in School Buildings

Later in the summer demonstrations were held in the assembly rooms of four public schools and these demonstrations were very successful, bringing out good crowds of interested prospects.

These demonstrations were arranged with the co-operation of the school board and were made by local women who were cooking experts and accustomed to the electric range. Each of these four demonstrations was under the direction of a different contractor-dealer. And with these also there was registration of the attendance so that each dealer accumulated a considerable prospect list.

One of the four dealers, the Haenig Electric Company, continued the demonstration work by holding Saturday afternoon demonstrations in his store.

A very interesting point in connection with these range sales by the dealers is that there were no outside canvassing salesmen employed. Leads were followed up by salesmen from the dealers' stores. Many leads were followed by phone and perhaps a majority of all the sales were closed in the stores.

In addition to the sales to private homes a number of apartment houses were equipped throughout with ranges. The Haenig Electric Company alone sold 56 ranges in three apartment houses.

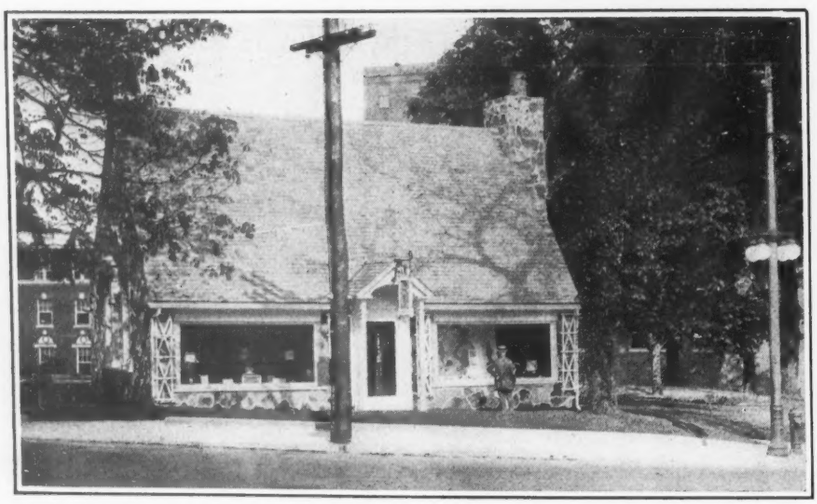
The hearty co-operation among the dealers produced a good impression on the public and not only resulted in maintained prices and profits but, in the opinion of the dealers themselves, increased the total number of ranges sold.

The other dealers in the city also pushed and advertised ranges and received in consequence their share of the business.

The four dealers mentioned who led in this work have sold in two years, approximately 400 ranges. During the first year ranges were being installed so rapidly that the city plant began to be overtaxed and the dealers had to let up on selling for a time until a new unit had been put into service.

The electric range, in Springfield today, is as much a part of the contractor-dealer's stock and selling program as the washing machine or any other major appliance.

New London "Electric Cottage" Promotes the Electrical Idea



Electrical appliances are displayed in the windows of an electric cottage, maintained by the Connecticut Power Company, New London, Conn. The interior display room contains a fire place, dutch ovens and various electrical household appliances. The windows are used for weekly displays of local electrical dealers' wares.

A Home Electric That Was Complete

Not many exhibitors have gone the length the Hunter Brothers Electric Company did, to make the recent Home Electric in Fayetteville, N. C., complete in every detail. Even to a boiled ham in the kitchen range, the house proclaimed that it was to be lived in and not just looked at—and a kerchiefed negro mammy on the back steps added the last touch of homelikeness and picturesqueness. Such attention to detail pays, too, the Hunter Brothers feel—during the two weeks the house was open, visitors passed through it at the rate of one hundred an hour.

Another Letter from a Reader—

Brody Gets 1,000 New Customers for Twelve Cents Each

Massachusetts Dealer Spends $125 on Contest Which Brings Customers to His Store and Gives Him Names and Addresses for His Mailing List

Editor, *Electrical Merchandising:*

I HAVE just brought to a successful conclusion an advertising stunt that has netted me such excellent results that I want to pass the idea along to other dealers through the medium of your publication. I know they will fare just as well with it as I did.

I wanted to get the women folks of North Adams (Mass.) to come to my store. I wanted them to cultivate the habit of stopping and looking at my windows. I wanted them to consider "electrical needs" and "Home Service Electrical Company" synonymous. So I hit upon the plan of running a contest for a week.

I spent about $100 advertising the contest in the local papers. For the five best letters answering the question: "What, in your opinion is the most desirable electrical appliance in a household and why do you think your choice the best?" I offered five prizes. The first was a silk shade and vase base, making a very pretty lamp; the second a Hold-Heet percolator, the third a Hotpoint curling iron and comb hair dryer, the fourth a Simplex sad-iron, and the fifth, an Eveready flashlight.

The contest ran a week, during which the prizes were on display in my windows. I advertised that fact. But the rules of the contest are what brought me the results I wanted.

Rules for Contest Which Brought Results

Here are the rules as I advertised them:

1. When you (addressing the women) decide to enter the contest, come to our store, and the gentleman in charge will hand you a "census sheet."

2. Take your "census sheet" home, and fill it out with your name, address and telephone number (if you have a phone). You will notice on that sheet an itemized list of electrical appliances. Check off whatever appliance you use now, and write the name of the make after each one you check off.

3. Then write your letter, writing clearly in ink on one side of the paper only. Hold yourself to within 100 words.

4. When you have finished your letter, put it in an envelope and address the envelope to us. Place your filled-out "census sheet" in the same envelope and seal the envelope.

5. Do not mail the letter. Bring it in yourself. Letters received through the mails or delivered by children will not be considered.

6. When you hand your letter to the man in the store, he will give you a number, and he will write that same number on your envelope. Remember your number, because the winning letters will be announced in our windows by numbers only. After the winners have properly identified themselves by giving us the information contained on their "census sheets," and after we have delivered the prizes to the homes of the winners to further

verify the identification, we will publish the names of the winners and the winning letters.

Well, during the course of that week, it appeared to me that every woman in North Adams and surrounding territory was in my store. The net result of my small investment (about $125) was this:

I had firmly impressed on the minds of more than 1,000 women that I was in the electrical business at the corner of Holden and Center Streets. I had actually brought these women into my store. Many made purchases.

I had gathered together through my "census sheets," a mailing list of more than 1,000 names, with addresses, and most of them with telephone numbers.

I had also, through my "census sheets," learned just what appliances were being used mostly in more than 1,000 homes, and what make was in greatest demand. By knowing just what appliances were being used, I was able to classify prospective customers on each appliance.

So for $125, I got city-wide advertising for a week, a mailing list that is worth all kinds of money, and a prospective customer list that no money could buy right now.

(Signed) IRVING A. BRODY,
Home Service Electrical Company.
North Adams, Mass.

Five Day Electrical Exposition Staged by Western Store

When the department store ceases to regard electrical appliances as a mere adjunct to the glassware department to be merchandised on the same principal as agateware kettles and wooden spoons, and turns the electrical department over to men with electrical training, rendering sound technical as well as general sales service, just so soon does the department store cease to be a menace to the retail end of the electrical industry and become a legitimate part of it.

One of the department stores which has made a notable step in the direction of general electrical development is The Emporium, one of the largest department stores of San Francisco. This store has a large general electrical department with a very complete line of equipment adapted to household uses.

As a means of acquainting the public with the extent of the line handled and the type of service rendered, the Emporium recently presented a five day electrical exposition. Announcement was made in the papers of a display and demonstration to be held in the store auditorium.

One entire stretch of store window, extending for seventy-five feet across the front of the building was given over to an electrical display. The central feature was a large sized relief map of the northern section of California which had been borrowed from the Pacific Gas and Electric Company and which showed the location of power plants and transmission lines which serve San Francisco. These were marked by small lamps of different colors and, together with the appliances, made an exhibit which kept crowds continually about the window.

The auditorium was arranged in regular exposition fashion, with booths for the various appliances, where these were demonstrated. So far as possible the actual operation of the appliance was displayed. At the waffle iron booth, waffles were made and distributed fresh, with maple syrup, coffee made in an electrical percolator was served elsewhere, while a demonstrator baked cakes, bread and cookies on the electric range.

A very satisfactory record of sales is reported from the exposition booths themselves which, together with the prospects secured for the heavier appliances and the city wide advertising of the electrical department achieved, well repaid the expense and effort of the display.

Toronto Builder Supplies Electric Ranges with These $3,900 Houses

Jethro Crang, a builder of Toronto, Canada, has just erected forty houses of four rooms each, and designed to sell at $3,900 apiece. Each house is wired for and equipped with a 54-amp. electric range, so that tenants can begin cooking by electricity immediately upon moving in. Naturally this unusual electrical equipment has been effective in creating quick sales of the dwellings, which are located on Rosethorn Avenue, Toronto. Some electrical man up there is a good salesman.

Problems

that arise on income-tax reports

Can a loss on bad debts be deducted in filing my income tax report?
What is a storekeeper's gross income?
What kinds of store repairs become an operating expense?
Are contributions and donations store expenses?
How should a fire loss be treated?

Bad Debts, Considered as Loss

QUESTION: *Collections this past year have been almost impossible. It has been necessary in many cases, to charge off small amounts as losses. In most cases no individual amount was more than eight to ten dollars, but when all of them are totaled I find my loss runs into about* $200 *or* $250. *How should I consider this in my tax return? It could easily become an expense or can it be deducted as a loss?*

Inquiry 114

ANSWER: This can be handled in one of two ways. You can make a direct deduction from income, or you can deduct it through taking a larger reserve for bad debts.

Undoubtedly the first way is the easier, especially if you do not keep an elaborate bookkeeping system.

We are taking for granted that yours is an individual business. On page 2 then of your individual tax return sheet you will find schedule A. Under "Other business deductions" you will find item 14, "bad debts arising from sales." Place opposite this item whatever your loss is. As you know the regulations require accounts to be kept on file for at least six years.

"The Landlord Won't Do Anything for Us"

QUESTION: *This may be the same old story but it's true. We can't get our landlord to do a thing for us. During the last year we have had to make various repairs to our store in order to keep it usable. Some have said we could not include this as an expense of the store, as it tended to add to the value of the property. What do you think about it? The whole amount we expended is about* $300.

Inquiry 115

ANSWER: It is true any amount expended that adds to the value, or is intended to increase the value of a piece of property is not a deductible operating expense.

Such items as these are what we term as, "property expenditures," and include such items as a new window front, a new floor, etc., or a new lighting system.

However, any small expenditures such as repairing a light, putting in a partition, probably repairing a pane of glass that has been broken, or some such expenditure, may be considered by you as a store expense. This you should include in item 16, headed "Rent, repairs, etc." of schedule A, on your tax return.

A Clearing House for You

What does the other fellow do?

How does he run his store?

This department has been organized to answer these questions.

Use it. Send in your questions to—

Merchandising Department, Electrical Merchandising, 10th Avenue at 36th Street, New York City, N. Y.

Are Contributions and Donations Expense Items?

QUESTION: *During the last few days I have been scouting around for information on filing my tax return for* 1924. *I find that many merchants charge contributions and donations to advertising. If they give* $100 *to some church event, it is considered as an advertising expense. This is quite different than the way I have handled it. I have a separate account for these items. Can I include my contribution account as a store expense even though it has not been treated this way in my books?*

Inquiry 116

ANSWER: You certainly can include it in your report. Such an expense would come under the heading of contributions or donations.

It is deductible from your gross income but the amount must not exceed 15 per cent of your net income, computed without this benefit of a deduction.

In the case of corporations, such an amount is not deductible as contributions. However items of donations, if made for purposes connected with the running of the business, are a proper deduction as ordinary and necessary operating expenses.

The authority for this statement is found in article No. 562 of Income Tax Regulation No. 65.

Uncle Sam's Kindness Grows

QUESTION: *As you know, Uncle Sam has been kind to us for once, and returned 25 per cent of the amount of our last year's income tax. But I have not received mine as yet. Can I deduct it from the amount due the government for 1924, and give a check for the balance?*

Inquiry 117

ANSWER: We should say that you could not do such a thing as you suggest. The government, as we understand it, is now making refund in accordance with the legislative act passed. You should report and pay this year's tax whatever it may be, without making any such deduction, unless through claim form No. 843.

Should a Fire Loss Be Recorded in Filing Tax Return?

QUESTION: *In May of 1924 our store was pretty badly damaged by fire. A great deal of merchandise in stock at the time was either burned or damaged by water and smoke. The fixtures and equipment were almost entirely destroyed.*

We have estimated the total loss at about $1,200. Eighty per cent of this was taken care of by insurance. Can we report the balance of $240 as a loss in our tax return for the year?

Inquiry 118

ANSWER: As we interpret the regulations, any loss which is non-recoverable by insurance, etc., and if experienced in your regular trade or business, may be deducted in filing your return.

Article 141 of Income Tax Regulations No. 65, considering the question of losses, seems to cover this very clearly.

It would be our suggestion that you file a separate schedule showing just how you arrive at your loss. See the example at the bottom of the page as a suggestion.

Should Interest Be Paid On Family Loans?

QUESTION: *In planning my small business my wife loaned me a little money she had from selling a piece of property. The question has come up whether I should pay her interest on her investment, the same as I would if I borrowed the money from some outsider. My business is profitable, and if it should be done this way I would rather give it to my wife than to Uncle Sam by way of an income tax.*

Inquiry 119

ANSWER: If a total outsider were running your store your wife certainly would get interest on her investment. The fact that you run it should not change the situation.

Whatever you pay, whether it be 6 per cent or 8 per cent, is an expense of running your business. If you didn't have her money, you probably could not continue in business. You will find this item covered in schedule A of your tax return, under item No. 11, and we should advise, that, by all means you include it in your operating expenses of the store.

Is Loss on Fixtures Deductible?

QUESTION: *Last July our town started work on widening the street on which my store is located. Within a month I saw that it was going to be necessary either for me to move my business to some new location, or to take the losses which would be mine for the next year or two, while the street was being put in order.*

In this new store I have had to buy practically all new fixtures. The old ones were useless, and today present almost a total loss. Of course I received a small amount in selling them. Is the loss I sustained deductible in filling my income tax? Again, can I charge to this year's business the entire cost of moving?

Inquiry 120

ANSWER: The cost of moving will and can be included in your regular store expenses, probably under a miscellaneous item.

If you could not control the reasons for your loss, then they are surely deductible in your return. Of course you recognize that in stating your loss, you must take into consideration the initial value of the fixtures, then deduct the depreciation which you have written off from the time you purchased them plus the sale value of any salvage. Care should be taken that all details are explained in filing the return, so as to leave no questions in the mind of the examiner.

It might be well to show how you arrive at this loss through filing a separate schedule with your return.

Can a Tax Report Cover Two Stores?

QUESTION: *Last May, I opened a store which is practically a branch of this one, but it does business under a separate name, as I took in another partner who is interested in this new store only. Inasmuch as I practically own it, because of my larger investment in it, should I make out a combined tax report covering both stores?*

Inquiry 121

ANSWER: By no means should you combine reports. Your new store doing business as Jones-Smith Company is in the eyes of the law, a separate and distinct firm from Jones-Chandler Company the name of your old store.

The fact that you may hold a larger interest in the business makes no difference.

A separate report should be filed for each store. Each business should be charged with the check representing its own income tax.

Remember this—the opening of a new store under a new name, was simply another investment for you in another company. That you have a larger investment then the others, only measures the size of your interest, and does not signify ownership. You should, however, reflect any additional income earned through this new store in your own personal tax report.

SCHEDULE OF LOSS BY FIRE

May 1924. Jones Smith Co.
Address

Purchase price of fixtures		$2,500
*Invoice cost of merchandise		4,280
Total value		$6,780
Depreciation written off on fixtures, 5 mos. at $25 a month	$125	
Received through insurance coverage	1,800	
Received through sale of salvage	35	
Received through insurance coverage on merchandise	3,500	
Received through sale of salvage merchandise	410	
Total amount recovered		5,870
Balance of loss		$910

*If an inventory is made, however, your loss on stock is reflected therein and therefore may not be taken as a separate deduction.

How a Small-Town Contractor-Dealer

Meets Big-City Fixture Competition

Emil Ammann Keeps Fixture Trade in Union Hill in Spite of the Competition of Large Stores in New York, Newark and Jersey City — He Knows His Customers

By CHARLES K. VERNON

EMIL AMMANN'S story is not a phenomenal tale of how he became rich over night. It is a story of how, located in Union Hill, N. J., a small, obscure town within the shadows of the large cities of Newark, New York, and Jersey City, he was able to overcome overbearing competition, and in a short period of six years become the leading fixture dealer in his community.

Mr. Ammann's achievement is particularly valuable because it is the simple story of a man who went into the fixture field with definite and sound ideas, and carried them out intelligently, and because the path he travelled was one that any small fixture man may follow with equal profit.

When he started in 1918, Mr. Ammann's plan was to conduct a general house wiring and lighting fixture business in the same way that hundreds of others have done. Before he was in it very long he came to the conclusion that the fixture business was due to become more than a sideline to contracting, that it was developing into a distinct business, almost a profession.

Building Boom Stimulated Interest in Artistic Designs

The building boom with its "own your own home" idea began about this time. Many persons who had been tenants were becoming home owners. Their interest in their homes was becoming more personal. They were learning rapidly the technical and artistic features of building. This meant that, so far as lighting fixtures were concerned, the days of limited designs and stereotyped ideas were about over. Selling fixtures was becoming an art.

Although the old shower and body fixtures would have their vogue, the real future lay in fixtures designed artistically. The manufacturers were recognizing this already and more and more fixtures were appearing conceived along sound principles and according to the finest traditions of the mechanical arts.

Mr. Ammann decided that this development called for changed methods of merchandising, and that success meant more than merely "handling" fixtures, that he had to be "a fixture man." The subject required study. For one thing, he read several of the publications devoted to house building and decoration. He was determined to know at least as much as his customers did, and they were always reading this literature.

He procured the publications on lighting that were being issued by the lamp manufacturers and learned something of the science of illumination and its progress. He kept in touch with the progress made by the fixture manufacturers themselves. In this he was especially aided by the trade publications, in their news columns and advertisements.

As he was going to be a specialist on lighting, Mr. Ammann felt that knowing fixtures only was not going

How Ammann Turned the Tide

By making lighting a specialty, Emil Ammann, contractor-dealer of Union Hill, N. J., turned the tide of local fixture customers from New York, Newark, and Jersey City to his own store. He did it by—

Keeping up with trends in fixture designs by reading trade magazines and manufacturers' literature.

Keeping posted on the progress in the science of illumination by reading lighting publications issued by lamp manufacturers.

Studying the public's wants by going out with his wiremen on wiring jobs.

Making his store attractive as "a store" and not as "an art gallery or museum."

Making definite recommendations to wiring and fixture customers before trying to sell them his fixtures or service.

to get him very far. He had to know his public also.

This knowing the public was not a difficult matter for him. He was enjoying a good reputation as a wiring man, and, being constantly in demand, he came in contact with every class of buyer in his territory. He talked fixtures and fixture ideas at every opportunity; at first merely to find out conditions and later to put his own conclusions to the test of actual sales.

"The population of this town and adjoining communities consists mostly of middle class working people, an average city, I should say," Mr. Ammann said, in the course of our talk. "I found that, although their tastes were largely along conservative lines, they were always receptive to new ideas. There always was some demand for the old body fixture with glass-ware, but they expected it to be modernized and not too freaky.

Found Field for Newer and Better Fixtures

"Much to my surprise, I found that there was a field for the newer and better fixture. The periods of design were astonishingly well known and sought. Candle fixtures and brackets and the simpler crystal designs were growing in demand. However, when they wanted any of this better class of merchandise, they went to New York or Newark for it.

"I found that a large part of the more desirable business was going to the cities because people did not believe it was possible to get the best fixtures in town. What actually was being purchased in the cities were goods that any local dealer could easily have handled at prices just as reasonable as those quoted in the cities. I decided that there was no good reason for this out-of-town trade to continue if properly taken in hand. It was an attractive field and I determined to invade it.

"Of course, it was no easy thing to do. I was handicapped from the beginning by the glamour which big city buying always has for the buying public. To be able to say, 'I went to New York especially for this,' has a certain fascination and it surely was a high hurdle to jump. In addition to that was the belief that one could buy better in the large city than in the small one."

Had Advantage in Knowing What His Community Wanted

Mr. Ammann had an essential advantage over the dealers in the large cities in that he knew what his locality required. He did not have to carry as diverse a line as those merchants who were catering to many communities. The element of service also worked to his advantage.

No matter how efficient an organization, the factor of distance is against the one who is further away, provided every thing else is equal. He was close at hand; people could come to make their selections at their convenience with no loss of time in travelling. He could make deliveries faster, give repair service more rapidly, and make exchanges without trouble.

"The most difficult thing to do," continued Mr. Ammann, "was to persuade my prospects to come to my store. It surely did require an awful lot of persuasion at first. When New York was mentioned, I invited comparisons as to both price and selection. Sales gradually became easier and surer.

"Before the tide of customers was turned away from the city, I had to make some changes in my store. The basic idea of the large city show-room was good, but such a show-room in my store would have been detrimental. I was a fellow townsman, and it would have counted against me just as if I suddenly had become swagger in my personal behavior.

"I had to keep the same general atmosphere of the kind of store my trade was accustomed to in town, and at the same time display my wares to their greatest advantage. It seemed almost as hard as making the North and South Poles meet. By making the changes gradually, while doing a great deal of experimenting, I was able to get about the effect I wanted.

Found It Necessary to Mingle the Various Grades

"I had to carry quite a line of the old fashioned and cheaply priced fixtures to meet the demand. It was also necessary to have more modern and expensive lines for customers with big town ideas. I could not afford to overawe the cheaper buyer and yet had to impress the other kind. I solved it more or less satisfactorily by mingling the different grades.

"This problem of display is almost impossible to answer for everybody, but my solution works well for me. I keep my living room fixtures together in one room, and my bedrooms in another and so forth. The dining room fixtures are rather scattered among the rooms for I find it best to show them over tables, and one or two tables is all that I can put in one room.

"The decorations, while designed in as good taste as I know how, are purposely kept rather subdued to avoid the appearance of artificiality. My store is frankly a 'store' and not an art gallery or museum."

A Real Fixture Store—Not a Museum

The atmosphere of Mr. Ammann's store is not created only by physical arrangement. The personality of the boss and his salespersons contribute an air of friendly confidence and efficiency that puts every customer at his ease.

There is little of the aimless wandering about with a prospect that is so disastrous to satisfactory results. The person coming in after having being solicited is met with a tentative selection made by the salesman who has gone over the house and has familiarized himself with his

prospect's tastes. The impression of personal attention that this gives is invaluable.

"When Mrs. Customer comes in to select her fixtures and is met by someone who is able to describe her living room to her and explain why a simple one-light bracket at each side of the fireplace is better than the elaborate thing she had in mind, it gives me an advantage that the city man is not able to overcome," remarked Mr. Ammann.

It obviously is impossible to know intimately every job in the territory, so as business increases and his reputation spreads, many customers come in unsolicited. In such cases, Mr. Ammann's policy is to find out all he can about the prospective job from the customer before he starts to show any fixtures.

Gets All Possible Information from the Customer

When he finally gets to making the selection he lights up only those in which he thinks his prospect would be most interested. In all cases he impresses his customer with the fact that he is interested in more than merely selling some lighting fixtures, that he is vitally concerned in seeing her get the proper lighting effects that conditions demand. He does not hesitate to voice his opinions courteously, and to suggest changes where he feels the customer has made a poor choice.

This method of handling visitors, Mr. Ammann finds, not only pleases them but it tends to increase the amount of the sale when finally made. He thinks that fear of competition, and the greater fear that running up the total might kill the transaction, has kept many a dealer from making a sale and actually has driven many a person to New York. He discovered that the amount of the bill is not the factor that makes or spoils a sale.

This fear of making a job too expensive applies equally to the wiring end of the business. In laying out houses for wiring, recommending adequate outlets for base-plugs, fixtures and convenience outlets, he rarely loses jobs. There are altogether too many inadequately wired houses, because many contractors are afraid the prices will seem too high.

This idea works out to the advantage of all parties, and particularly to the contractor-dealer. Every fixture outlet is covered by a fixture, of course, and every convenience outlet is there to encourage the purchase of appliances and lamps. Mr. Ammann's lamp and appliance business has kept pace with the increase in fixture sales.

He tries to figure on every building in the district that seems to be desirable business. Where special designs are involved, he makes arrangements with several Metropolitan manufacturers to co-operate.

Although he tries to keep the atmosphere of his store within the bounds mentioned, Mr. Ammann is particular about the pieces he keeps on display. His line must be representative and choicy. The wall and ceiling space is limited, too limited to permit the hanging of "show pieces" merely for show. Every outlet must be equipped with a revenue producer. He finds it cheaper to scrap a fixture or discontinue a line than to permit it to occupy space that a business-getter might use.

"Constantly changing and freshening up the display tends to show the public that you are progressive," says Mr. Ammann. "It also has a marked beneficial effect on the salesforce. A changing atmosphere is never stagnant."

Attracting Attention to a Window Display

An electric-light flasher, such as is used on moving electric signs, has been put to work by W. F. Irish, electrical dealer in New York City, to attract attention to his window display.

On a board running the full length of his window flooring, he has mounted a series of lamp sockets into which are inserted various colored electric lamps. Each socket is hooked up in circuit with the flasher.

Pittsburgh "Home Electric" Features Prices of Equipment

"Electric Home III," exhibited during the month of November by the Electric League of Pittsburgh, was designed and built by E. Crump, Jr., well-known architect and builder, and loaned to the League for the period of the exhibit. As the Home Lighting Contest was being held locally at the same time, the attention of visitors was directed to the lighting equipment both by placards and descriptive booklets. In addition, lighting primers were distributed.

Probably no more interesting brochure has been prepared for distribution at electrical homes than that which was given out to visitors at this exhibit. This booklet gave a complete description of all wiring and appliances, as well as a sketch of each room giving a key number and price of each piece of furniture, wiring equipment and appliance.

Other features of the home electric were:

All outlets installed 14 in. from the floor;

Electric and gas meters visible from the outside;

Electrically operated oil heating plant;

Electric heater permanently installed in bathrooms;

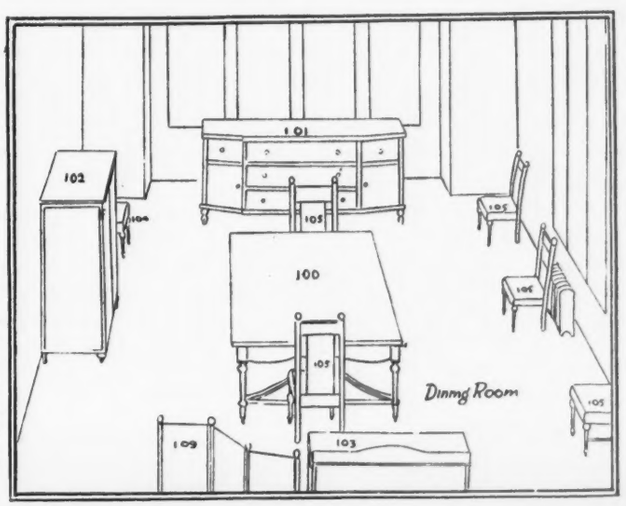
All fixtures shaded, conforming with instructions of Home Lighting Contest;

Radio outlets in living room and bedrooms.

Plans are now under way by the Electric League of Pittsburgh to follow up the Home Electrical with a Red Seal Campaign. George T. Barrows is the new president of the League.

The illustration, reproduced at right, is from the booklet describing the Home Electric held recently in Cleveland, and is keyed in order that visitors can learn the prices of equipment.

Table, $159.75; sideboard, $319.75; china chest, $229.75; serving table, $148.75; 1 arm chair, $54.50; 5 side chairs, $42.50 each; ceiling fixture, $10-30; waffle iron, $12-18; percolator, $5-35; grill, $10-13.50; candlesticks, $5-15; bracket fixture, $1.75-13; convenience outlet, $5-7; floor outlets, $5-7.



Store Problems of the Retail Merchant—II

Some slack hour, leave your store in care of an assistant and take a walk around to study your neighborhood

"Buying for the Community"

Knowledge of Customers' Business, Living Conditions and Responsibilities, as Well as Community's Buying Power, Take Speculation Out of Retailing

By LAWRENCE A. HANSEN

WE WERE returning from a convention of retail merchants in the Middle West. Seated opposite me were two business men. From their conversation I soon learned that one was a retail merchant and the other a purchasing agent for a large concern in his city—a purchasing agent and a retail merchant animatedly discussing common business problems.

Listening to their conversation, few persons would recognize how similar their jobs really were. By looking behind the scenes and watching each at his work, we can see that their jobs are pretty much alike.

The purchasing agent buys for a large concern. The average retailer buys for his concern, the community. The purchasing agent buys what he knows his firm wants, and the retailer buys what his firm, the public, wants or can be induced to want.

In other words, if the purchasing agent wants to hold his job, he must buy what his firm wants at a price it is willing and able to pay. This is really no different from the task of a retail merchant who wants to stay very long in business. He must know what the community wants and what the community is willing to pay if he expects to succeed and continue as a merchant.

This is where many merchants fall down. They see what they call "a good buy." It has quality. Its price is low. It is something new. These are the first thoughts that come to the mind. But how about the firm? How about the community?

The important question is: Does my community want this? Will it appeal to them? In other words, Can I sell it to my trade?

These are facts the merchant should know before he buys, before he even places his order. Technically we call it "Measuring a Market." Actually it is "knowing your customer."

Definite Preliminary Planning Will Avoid Useless Expense

This "measuring a market" or "knowing a customer" is a costly job. The expense of getting information about your customer, if not watched, may run all out of proportion to the benefits received. My first caution is, plan very definitely what you want to know about your community.

A great deal depends upon the results of your study. The fact is, I have seen such results to decide whether or not a merchant should continue in business. I have seen the information disclosed by such a study actually being the means of turning a losing business into a successful one.

The first question for the merchant is, "What am I selling? Am I selling electrical appliances? Am I selling radio?" This question answered, the next question is, "Who is my customer?"

This question, "Who is my customer?" is not as easy to answer as it may seem. There are too many considerations to keep in mind before any real answer can be given. The answer depends on living conditions in the community. It depends upon the habits of living, social and personal, and upon the occupations represented in the community's industries.

After learning the answer to the latter question, the merchant wants to know, "How much does my customer spend for the type of merchandise I sell? How much can he afford to spend for this merchandise?

A few weeks ago I visited the store of a friend who was bent on buying an electric toaster. To my question, "How's business, Ed?" he answered gloomily, "Terrible, thanks." The sheriff was almost ready to close his doors. "If only I could move this stock. If only I could sell it. During the last few years business in this neighborhood has gone to pieces," he continued.

The store was well stocked. It had a splendid appearance. Behind the counters waited an ambitious and enthusiastic sales force for customers who never came.

Somewhere, or somehow, there was a reason for Ed's near-failure.

"Who are your customers anyway, Ed?" I asked. "Where do they live? How do they live? What's their business. How much do they get and——." "Say, Hansen, stop right there," interrupted my friend. "Are

you trying to be funny at my expense? Why every man, woman and child who sets foot on that door step is my customer. Every man, woman or child is, in the eyes of my sales staff, a probable sale. Do you think for a moment I have nothing else to do than sit here all day trying to pry into this community's private business? No sir, I am here to sell, sell merchandise."

He was there to sell merchandise, yet he knew nothing about the persons to whom he was selling his appliances. "All right," I agreed, and I walked out. The rest of the morning I spent in trying to answer the questions I had put to Ed.

For a half day I paraded up one street and down another visiting this merchant's immediate territory.

After asking questions of the milkman, the postman and the grocer, I learned that this community had changed. New factories had come into the city and districts had moved. Where once this district had been all one and two-family homes, it was now thickly built up with apartment houses.

In going further in my investigation, I found that all of the apartments were of the two or three-room type. The rooms were just large enough to turn around in. The tenants were young people, young married couples. Both man and wife worked in order to pay the $60 a month rent.

Three Reasons Why Larger Appliances Didn't Sell

There wasn't any room for a large washing machine in the first place. In the second place large ones were too expensive for these families' earning power. And all of their washing was done by a commercial laundry. Three very good reasons why the larger appliances did not sell, and perhaps at least one good reason why the smaller ones didn't sell. They cost too much.

Back to the store I went. "Ed, put on your hat and coat and come with me. The trouble with you is that you are trying to sell what your community can't afford. If they could they haven't any room for it. That's the answer to your problem. That's why you are not making money." He went over the same ground as I did and saw for himself. He was convinced. He agreed that it does pay to know something about the other fellow's business especially if you are a merchant.

What did he do? He stopped pushing the sale of these large appliances. He stopped pushing the high priced toaster. In fact, he did something further. He stopped part of his newspaper advertising. Why? Because he realized he was spending a lot of money for advertising which did not concentrate on this community.

Instead of advertising in newspapers he changed his policy to direct-mail advertising. He had an accurate mailing list for this territory made up from the city directory. He checked it with automobile owners in this territory. Every six months he would check again with the marriage bureau to see who had been married. He made a friend of the postman.

"*Know Your Market*"

"Who is my customer?" "Where does he live?" "How does he live?" "What's his business," etc., are all questions the merchant should be able to answer, says Lawrence A. Hansen in this article.

The retail merchant should know his customers. He should know what they want, when they'll want it, and what price they will want to pay.

Knowledge of these facts will help the electrical merchant to succeed. It takes guesswork out of buying. It keeps inventories small, and directly increases profits.

Kept List Up-to-Date—Sent Out Circulars

Any new people moving in on his route were immediately recorded in Ed's records. From time to time he would check this list. He would send out descriptive circulars describing his merchandise. He would tell these people what he thought they should buy.

He knew what to say to them because he knew whom he was talking to. He could tell them how the toaster would help them get away earlier in the morning, and still give them good toast. He knew what to sell and how much to charge for it, because he knew his customers. *A losing store was made profitable because the merchant studied his market.*

But there are other ways of measuring the market. There are other ways of knowing customer demands. Study the records of last year's business. What period of the year did certain merchandise sell?

Sales Vary with Prosperity of Community

What appealed to the customers? What merchandise went big, as we say? Watch these sales periods and adjust your stock accordingly. Buy only what customers demand, or can be induced to want.

Regulate your buying with this demand and remember this demand will vary with the purchasing power of the customer. It will vary with general prosperity of the community.

If employment is large, if factories are running at full time, if business in general is prosperous, the retailer can expect good business, only if he keeps in mind these customer characteristics.

No merchant can hope to succeed without knowing *how* he is going to sell what he buys. Without knowing first and foremost *where* he is going to sell his merchandise, and lastly *who* is going to buy what he has to sell.

Time and money used in this work is rewarded if spent with good judgment. Advertising costs are cut. Advertising may be concentrated to the community you serve. Buying will be made easy. You will know what to buy because you will know what will sell.

Again your selling staff will know how to sell. How to shape their sales talk to fit the customer.

When a merchant makes a definite effort to serve a community in this way he becomes a real "purchasing agent" for it. He builds public confidence and he makes a lasting place for himself in the retail business of his city. He does not simply buy and sell. His position as purchasing agent is secure because he really *serves the public.*

* * *

"A Store Organization," oftentimes referred to as "the soul of a retail store," will be discussed in the next article of this series; appearing in the March issue of "Electrical Merchandising." How to select a staff, where to look for sales employees, and how to train them, will be discussed in the practical language of the merchant.

Answers to Questions on the Code

Discussion of Wiring and Construction Problems—Nationally Known Authority Answers the Questions of "Electrical Merchandising's" Readers

By VICTOR H. TOUSLEY
Chief of Electrical Inspection, City of Chicago
Member of Electrical (Code) Committee, N.F.P.A.

Adding Additional Service and Switch

QUESTION: *Where service switch and mains are loaded to the allowable capacity and the expense of adding a small desired load practically prohibits the increasing of the capacity of the mains and switch, is it permissible to install one additional service and switch for the added load?*

ANSWER: The problem presented in the question above constantly confronts contractors and inspection departments. The code offers no answer to it. Rule 405 requires a switch at the entrance of the service wires to a building but this rule does not limit the number of such switches that may be used. The primary purpose of the service switch is to afford a ready means for quickly and completely cutting off the current from a building. The operation of only one switch is the "quickest" means that can be provided. To operate more switches than one consumes an amount of time depending upon the number of switches to be operated.

Where for instance an underground service stub supplies a building originally unwired and requiring that each tenant in the building supply his own wiring, the number of service switches sometimes runs up to 20 or more. The impossibility of quickly cutting off the current in a building of this kind is obvious. On the other hand, it is impracticable to require each new tenant desiring service to increase the size of the existing main and service switch. Some cities have solved this problem by the public service company supplying the service switch. Most cities have standard rules governing this matter and it is suggested that the questioner consult his inspection department as to the proper procedure in the specific case. Inspection departments can, very often, obtain a complete wiring of the building by the owner, thus eliminating the difficulty.

Fishing New Work Amid Knob-and-Tube Construction

QUESTION: *A building was originally wired with knob and tube work. Switches were not provided for any of the fixtures and they now want switches put in. Can I use BX for these switch runs?*

ANSWER: The code does not specify the particular conditions or locations where armored cable can or cannot be used. The matter is left to the judgment of the inspection department having jurisdiction. Some localities however prohibit the use of armored cable for the purpose specified for the reason that on old knob and tube work it is not always possible to determine just where the wires run, so that in fishing in armored cable it may be easily possible to pull the cable across some of the concealed wiring. This procedure has been the cause of fires.

Unless the exact conditions are known, it is better to fish wires in loom, and even with loom care must be exercised not to disturb any of the concealed wiring. The particular inspection department concerned should be consulted.

Outlets for 220-Volt Appliances

QUESTION: *What type of convenience outlet should be used in residences for the connection of 220-volt portable refrigerators?*

ANSWER: The code makes no distinction between receptacles intended for use with 110 volt devices and those intended for use with 220 volt devices. So long as the particular receptacle used has a 220 volt rating no code rule will be violated. It is advisable however from a safety standpoint to use for the purpose mentioned some type of receptacle

Regarding Mr. Tousley's Interpretations

In the Question and Answer department of *Electrical Merchandising* Mr. Tousley's replies to the various questions are not to be considered in any way as official or authentic interpretations of the National Electric Code.

Probably no similar code of rules is more generally used or more uniformly interpreted than the National Electric Code, and while it is the object and purpose of this department to assist in a more general and more thorough understanding of the purpose and intent of the code rules still it is realized that some of the rules permit of varying interpretations. It is advised that in every case the questioner be guided by the inspection department having jurisdiction.

Wherever in these discussions there may be a difference of opinion as to the intent or interpretation of a particular rule, *Electrical Merchandising* would be glad to have your views on the matter. Address your communications to: Editors, *Electrical Merchandising*.

and plug differing from the present receptacle commonly used for convenience outlets. The difference between these receptacles should be such as to make it impossible, or at least very difficult, to insert the standard attachment plug into the receptacle intended for 220-volt devices. While the use of 220-volt equipment with attachment plugs is now quite limited it is possible that such use may be gradually extended, and although outlets provided for this purpose will be generally used only for the particular device for which they are intended, still there is a possibility of a tenant attempting to use the receptacle either temporarily or permanently for the attachment of 110-volt devices.

Wiring Traveling Crane in Shop

QUESTION: *In wiring a traveling crane is it necessary to provide a main line switch in addition to the switch in the cab? If such a switch is required where should it be located? Also, is it necessary to ground the crane?*

ANSWER: Rule 3006a reads: "The main collector wires shall be protected by a cut-out, and the circuit shall be controlled by a switch. The cut-out and switch shall be so located as to be readily accessible from the floor." Rule 3008 reads: "Motor frames, tracks and the entire frame of the crane shall be grounded as prescribed in Article 9 of this code."

The code requires a main-line switch connected in the feeders at a point before they reach the main collector wires. This switch must be readily accessible from the floor. Although the rules do not specifically so state in the case of cranes, the general motor rules, and due regards to safety to life, require that the switch be placed at the crane and within sight of the apparatus controlled.

Accidents which have occurred on traveling cranes bear out the wisdom of this requirement. The crane runway should be grounded, using a ground wire in accordance with the requirements of Article 9. This ground wire should be attached to the main structure of the crane and if the rails upon which any part of the crane operates are insulated from the metal work of the crane proper these should be specially grounded to the main crane frame.

It may be assumed that traveling cranes constructed entirely of steel are sufficiently grounded through their construction but often the main frame rests on concrete bases which serve to insulate it from the ground. Fatal accidents have occurred from the failure to strictly comply with this rule.

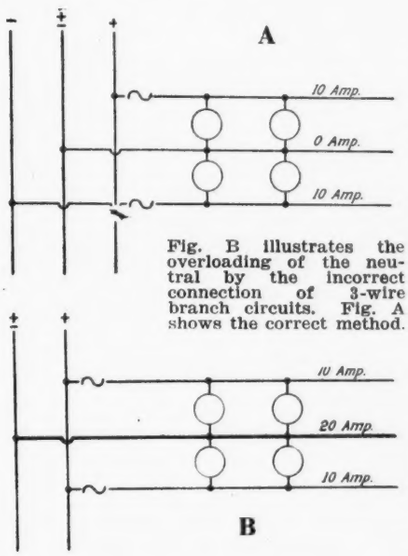


Fig. B illustrates the overloading of the neutral by the incorrect connection of 3-wire branch circuits. Fig. A shows the correct method.

Three-Wire Branch from 2-Wire Mains Prohibited

QUESTION: *Is it permissible to run three-wire branch circuits from two-wire systems?*

ANSWER: No Three-wire branch circuits cannot be run from two-wire systems. In every three-wire branch circuit on a direct current system, for instance, there should be a positive wire, a negative wire and a neutral wire. As two-wire mains consist of either a positive and a neutral or a negative and a neutral the three essential wires of the three-wire branch circuit, mentioned above, cannot be obtained. The figure above shows what occurs. In A is shown a typical three-wire branch circuit properly connected. In this case current flows through the positive wire of the branch circuit, then through the two sets of lamps in series and back on the negative wire.

With an evenly balanced load no current flows through the neutral wire and even with an unbalanced load the neutral carries only a current equal to the difference between the currents on the two sides of the neutral. In B is shown the incorrect method of connecting three-wire branch circuits. In this case, with a load of ten amperes on each side of the neutral, there will be ten amperes flowing out on the upper wire and returning on the neutral. Likewise there will be ten amperes flowing out on the lower wire and returning on the neutral wire. The neutral wire will therefore have a load of 20 amperes and will be overloaded. On two-wire systems all branch circuits must be two-wire.

Separate Ground-Wire for Fixtures

QUESTION: *In rule* 1403 (3) *I do not understand what they mean by a separate ground wire not smaller than No.* 14, *unless it means the ground wire of the circuit which goes to the screw shell of the socket. In regards* 1403 (1) *I would say it was not necessary to ground the shell of the socket on knob and tube work or else use insulating joints.*

ANSWER: The intent of rule 1403 is to permit the omission of the insulating joint and the canopy insulator wherever straight electric fixtures are used and where the metallic structure of these fixtures is permanently and effectually grounded.

According to the rule the metallic structure of the fixture can be considered as permanently and effectually grounded where the fixture is directly attached to a conduit system, armored cable system, a properly grounded gas pipe or where it is connected to a special grounding wire. Rule 1403-a-3 refers to this latter method. A separate wire of not smaller than No. 14 is properly grounded at some point. It is carried to each fixture outlet and a connection is made between this wire and the metallic structure of each fixture, thus grounding the fixture as effectively as though it was attached to a properly grounded conduit system. This common ground wire is, of course, only used on knob and tube work or fish work and with its use there will always be at least three wires at each fixture outlet, two of which are circuit wires and the third the grounding wire.

It must not be understood that the metallic structure of the fixture can be connected to the grounded wire of the *circuit.* The ground wire must be a "separate" wire. Rule 1403-a-1 is intended to permit the omission of the insulating joint where there is no question of the metallic structure of the fixture being thoroughly insulated from the ground, as, for instance, where the fixture is attached to a wood block or to wood molding. Where metal ceilings or wire lath are used however, there is always a liability of the metallic structure of the fixture being in contact with the metal

ceiling or wire lath and if this contact is generally a poor one it may easily cause a fire should the frame of the fixture accidentlly become alive.

For this reason insulating joints are required on metal ceilings or where metal lath is used, excepting however, the case when a common grounding wire is used as described above. In all cases fixture sockets should be so poled that the screw shells will be on the grounded wire of the circuit where such wire exists. The omission of the insulating joint has no bearing whatever on the matter of the connection of the screw shells of sockets to the grounded circuit wire. This is specifically covered by rule 1402b.

Demand Factor Not Covered by Code

QUESTION: *Can a demand factor on power installations be considered when estimating size of mains and branch mains?*

ANSWER: The National Electrical Code contains no rule on this particular subject. The code presumes that the table of carrying capacities in Rule 610 will be complied with and, so far as the matter of inspection is concerned, the application of this rule is not so difficult. For the contractor or engineer however, who is laying out a proposed system the code offers no specific guide. The size of mains must be determined by the engineering knowledge of the person who is supervising the layout of the system. If, in the final inspection, the mains are found to be too small they must be increased.

While the code has undertaken in a number of instances to specify exact requirements, such as the conduit wiring table for instance, it has not yet covered the subject of demand factor. The problem is a large one. There are so many phases of it, so many variables and so many unknown quantities that it is difficult to arrive at anything sufficiently exact to warrant its inclusion as a standard in the code. Some of the inspection organizations and many inspection departments have been working on this problem for years and if the questioner will consult the inspection department having jurisdiction he will be advised as to whatever demand factor the particular inspection department may be allowing. The contractor or engineer will play safe if he will consult the inspection department.

Neutral Must Be Treated as Other Wires Are

QUESTION: *Is it mandatory to use loom on the white or neutral wire where it is necessary to place risers between walls? The system is permanently grounded at the service secondary, distribution being three-wire throughout.*

ANSWER: The problem presented that on knob and tube work "where the usual five inch separation of wires cannot be maintained, *each* wire shall be encased in a continuous length of approved flexible tubing." It will be noted that this rule in no way excepts the white or neutral wire from the standard requirements of flexible tubing protection. In fact, it will be noted that the general rules make no exception of this wire. It must have the usual rubber covering, must be mounted on porcelain insulators and must follow in a general way all the provisions relating to wires in general.

No-Voltage Device on D.C. Motor Starter

QUESTION: *On direct-current motor starters is a no-voltage device required by the Code?*

ANSWER: Rule 1701g covers the point raised in the above question. This rule reads: "Motor starting rheostats shall be so designed that the contact arm cannot be left on intermediate segments. Such rheostats, if intended for use on direct current circuits, shall be equipped with automatic devices which will interrupt the supply before the speed of the motor has fallen to less than one-third its normal." This rule requires all d.c. starting devices to have what is commonly called "no-voltage" or "under-voltage" release.

There are two important functions performed by the no-voltage release. When the supply current is shut off a d.c. motor, the revolving armature causes the motor temporarily to act as a generator. The no-voltage coil of the starter is generally connected in series with the shunt field of the motor and the current generated by the armature flows through the field coil and no-voltage coil tending to hold the starter arm in position with the starting resistance partly or completely cut out of the armature circuit, even though the supply current has been shut off. If, after the supply current has been shut off for a short time it is suddenly turned on again the armature would be left in circuit without its protective starting resistance and damage might result. There is another more important feature however, accomplished by the no-voltage release. Where the supply current has been accidently cut off, the operator of a machine may not know that his machine has stopped due to the failure of the current and may unwittingly begin to work around the machine to determine the cause of the stoppage. If, while he was doing so, the current was, without warning, turned on again, the operator might be seriously injured.

Switch Ahead of Auto Starter

QUESTION: *Where an auto-starter is used on a three-phase motor is a switch required in addition to the switch in the auto starter itself?*

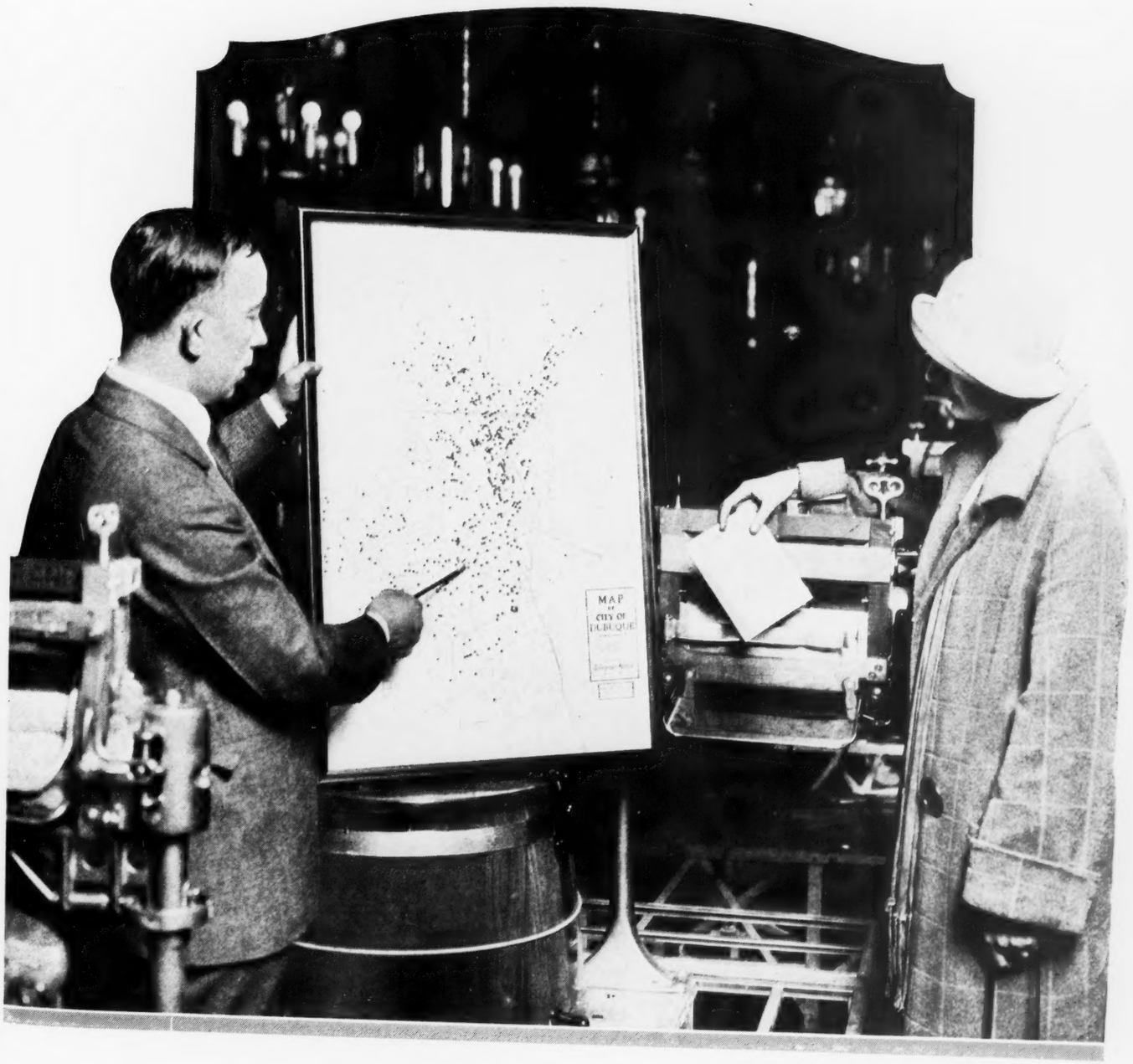
ANSWER: Rule 1003i reads: "Except for auto starters the switch called for in the preceding paragraph may be omitted where the motor starter disconnects all ungrounded wires of the circuit. When auto starters are used a switch shall be provided on the supply side of each auto starter or group of auto starters controlled." This rule plainly requires a switch ahead of "each auto starter or group of auto starters."

Some years ago the code required a switch ahead of every auto starter. Later the rule was modified and the requirement of the switch was omitted. On installations where the switch had been omitted the number of accidents began to increase to such proportions as to warrant the re-establishment of the rule in the code in its present form. Auto starters differ materially from other starting devices due to their particular form of construction and due to the fact that they contain windings immersed in oil. Where there were no means of cutting off the current, workmen were frequently injured when attempting to repair or adjust the various parts of the electrical mechanism.

Too, short circuits or grounds in the transformer windings caused a boiling or burning of the oil and it was quite essential that some means be provided to completely cut off the current. It will be noted that the rule particularly requires the switch within sight of the auto starter. An examination of the diagrams appearing in the Appendix to the 1923 edition of the code will show clearly the requirements of the rule.

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas



"Your Neighbor Has One"

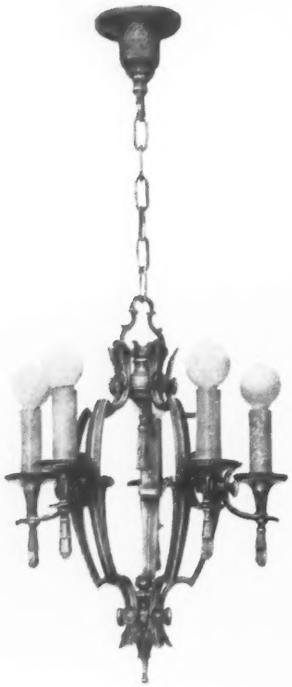
When Mrs. Prospect says:

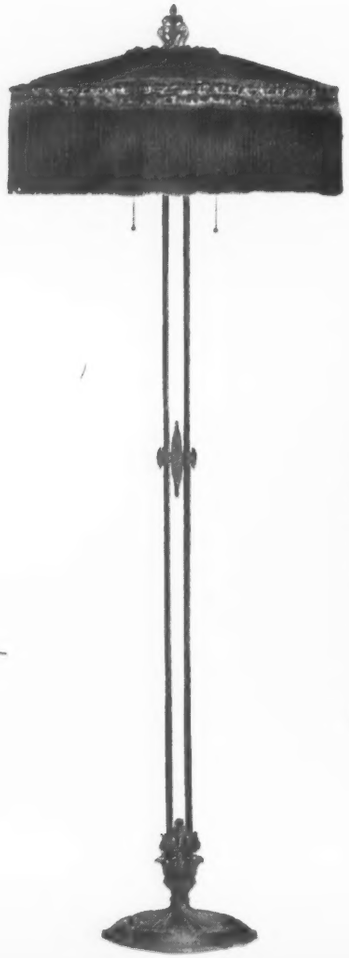
"I like the washer, but I'll have to think it over and let you know."

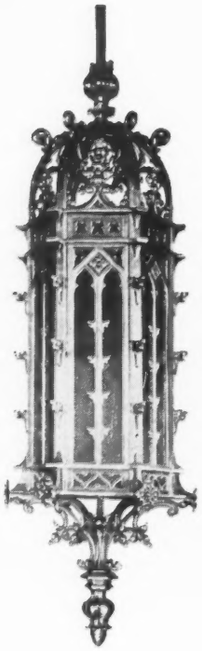
What does the dealer do then?

W. F. Appel of Dubuque, Ia., uses the city map. He locates her home on the map and points to the washers from the Appel-Highley Company dotted all around her. She is impressed, because she knows the Mrs. Smiths and Mrs. Robinsons he can point to as pleased users. "Your neighbor has one." It is a sales clincher that overcomes the post-poning impulse.

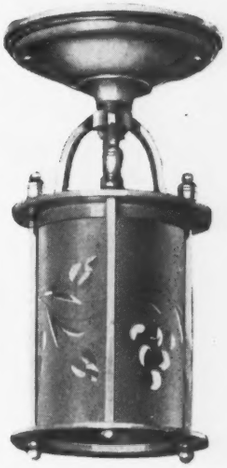
Latest Creations in Fixtures

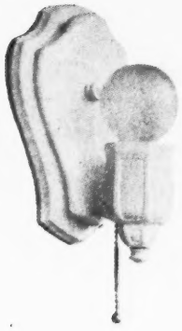


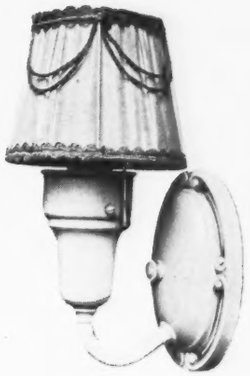


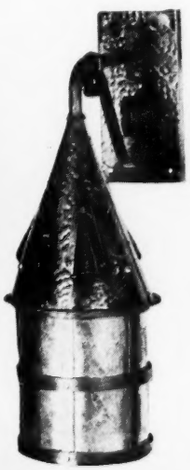


That Advance Lighting as an Art

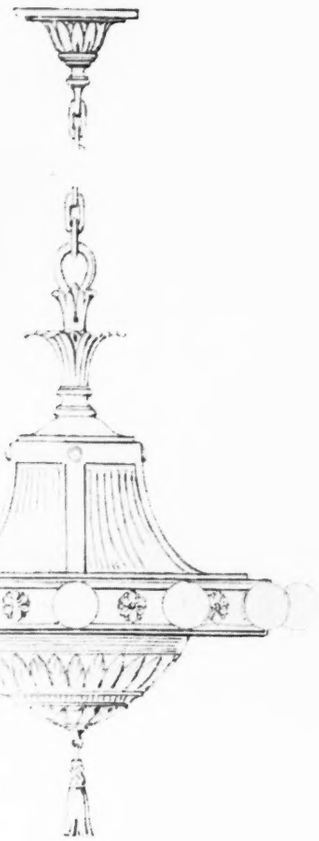


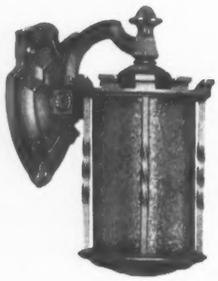


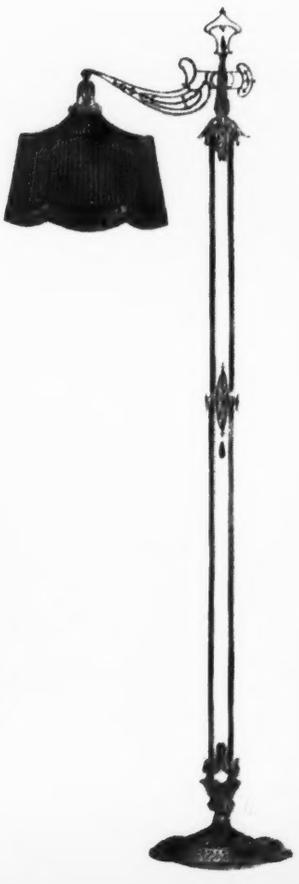


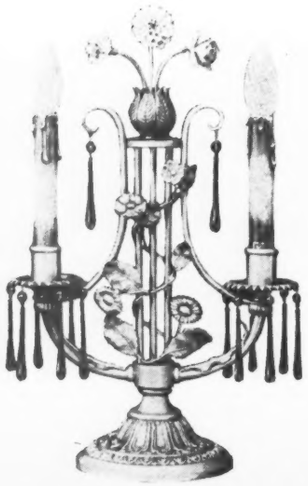


A Pictorial Symposium of the Newest

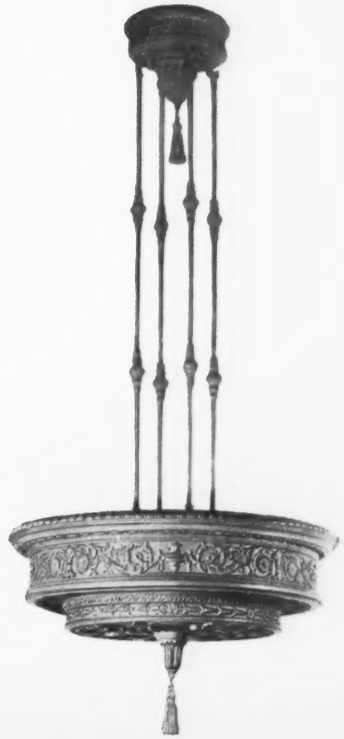








Fixtures Manufacturers Are Offering



Greater New York buys of Eurekas in November

When Eureka's 1922 sales in the Metropolitan New York area exceeded 20,000 cleaners, the achievement was hailed as one of the greatest the electrical industry had ever seen.

Yet at the close of 1924, *in two amazing months alone,* Greater New York purchased almost exactly as many Eureka Vacuum Cleaners as were sold in this same area *during the entire year of 1922.*

Not only does this phenomenal sales achievement represent a record unparalleled in all vacuum cleaner history, but, we are confident, also sets a mark which only Eureka can soon expect to surpass.

Eureka's predominance in this greatest of all American markets is thoroughly typical of the tremendous opportunities enjoyed by authorized Eureka dealers everywhere.

The nation-wide recognition of Eureka mechanical excellence—the acceptance of Eureka's right to leadership—has been built up through

The Grand Prize

EUREKA VACUUM

over $1,000,000.00 worth and December

years of manufacturing integrity, of splendid service to users, of effective advertising and progressive merchandising. It is today an asset of tremendous value to every holder of a Eureka dealership.

This well established asset we offer as part and parcel of the Eureka franchise to desirable dealers who wish to build up a highly profitable volume of vacuum cleaner sales.

An inquiry addressed to the factory will bring prompt response from the Eureka District Manager in your territory.

EUREKA VACUUM CLEANER CO., DETROIT, U.S.A.

Makers of Electric Vacuum Cleaners since 1909
Canadian Factory, Kitchener, Ont.; Foreign Branch,
8 Fisher Street, Holborn, London. W. C. 1, England

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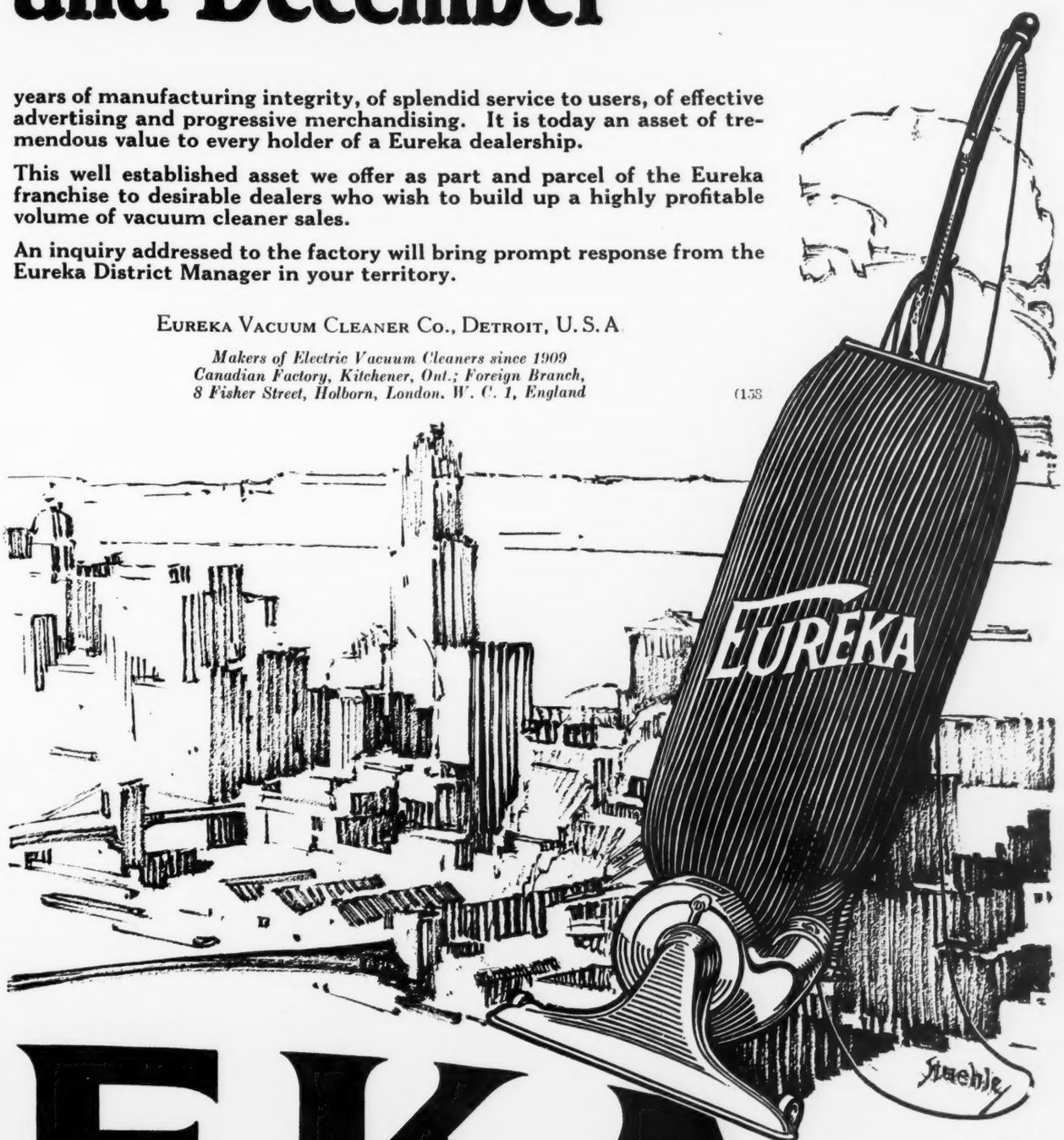


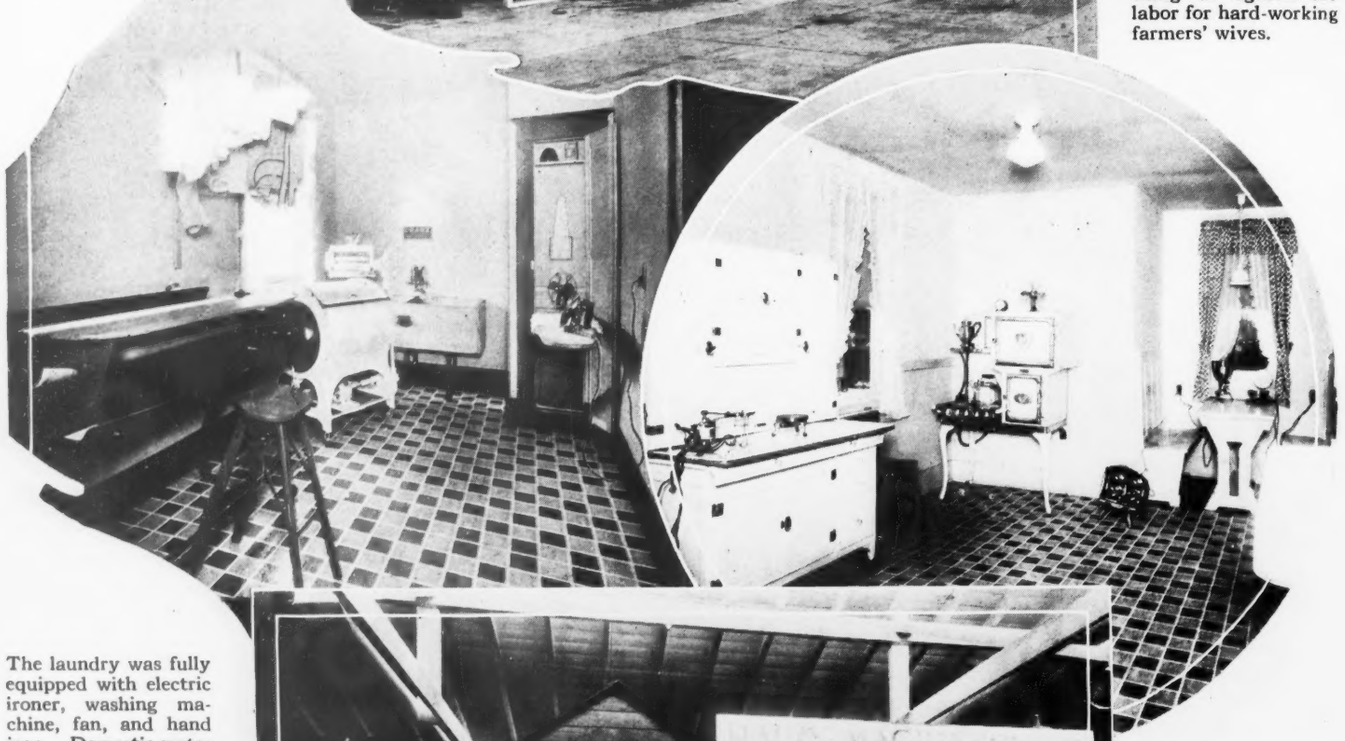
EKA CLEANER

It Gets the Dirt

Now We Have the "Farm Electrical"

In place of an exhibit of a modern residence in the city district for an electrical home display, the Puget Sound Power & Light Company exhibited a farm electric at the Western Washington State Fair at Puyallup, Wash. The exhibit included a completely equipped electrical house, model dairy, chicken house and repair shop.

Electric equipment in the kitchen included up-to-date lighting, electric range, percolator, heater, waffle iron, hot plate, mixing unit, dishwasher and water heater—everything to lighten the labor for hard-working farmers' wives.



The laundry was fully equipped with electric ironer, washing machine, fan, and hand iron. Domestic water was supplied by an automatic, motor-driven household water system. The farmer long has had a hired man. Now his wife has electric servants.

A modern dairy was equipped with electric milkers, separators and bottle washers. This was displayed in co-operation with the State Dairy Department. A model chicken house was equipped with electric incubators and brooders, and a silo was filled by a motor-driven cutting machine.

"Make It an Electrical Valentine"

New Orleans Gas and Electric Company Displays and Advertises Electrical Valentines—Turns Christmas Slogan to Have New Meaning in February

By WILLIAM BLISS STODDARD

A SUCCESSFUL "Make It an Electrical Valentine" campaign was conducted last February by the New Orleans Gas and Electric Company, New Orleans, La.

The company ran a valentine newspaper ad which had all the earmarks of a conventional Saints' Day announcement—cupids as postmen and maidens receiving hearts, but the merchandise advertised was the acme of practicability — the vacuum cleaner, the motor driven sewing machine, and a dozen or more electric table appliances.

A list of previous purchasers of electric goods was compiled. To each name on the list was sent a buff card in a buff envelope sealed with a heart wafer. The card suggested:

VALENTINES

This little chap has told me the sweetest thing of you,
And if you'll only let him, he'll tell you something, too.

Time was when February 14 was called Sweetheart Day, but now it has acquired a much broader significance and is used by all who wish to remind their dear ones of the love they bear them.

We are ready with a wide selection of electric gifts, of which we invite your inspection.

Make It an Electrical Valentine.

The company's store windows also brought forcibly to mind the appropriateness of electric appliances as valentines. A green felt cloth covered the floor. In the walls of pearl white were little bungalow windows screened with scrim curtains. Birch window boxes were filled with red geraniums, St. Valentine's own color. At both ends and in the center, against the wall, were tall palms (artificial ones could be substituted in a colder climate). Tacked to the trunks were red cardboard hearts on which was printed "Make It an Electrical Valentine."

The beautiful Maxfield Parrish poster "The Spirit of Electricity" hung on the wall, and from palm to palm extended narrow white ribbons, on which were strung little cardboard hearts. Set in a semi-circle around the room were a number of white pedestals, each topped with an electric appliance. At the base of each was a card adorned with a big red heart and among the catchy valentine suggestions were:

Sewing can be done in half the time on a machine that is operated by an electric motor.

A new, sensible valentine suggestion —an electric curling iron.

Name any electric labor saver—if it has been found worthy you will find it here.

I am resolved to have good coffee every day all the rest of my life, which means that I am going to take my wife an electric percolator as a valentine this year.

If a man did the ironing, one thing is sure—all the irons would be Electric.

How would it be to take your wife an electric iron on St. Valentine's Day, instead of a box of candy that so soon disappears?

An innovation in valentines—something electrical — chafing dish, grill, toaster, coffee percolator or tea samovar.

Bath room cold this morning? An electric heater will make it warm in a jiffy. No vitiated air, absolutely safe.

Some people think electricity is expensive. If everybody burned candles and wanted as much light as they now have, illumination would cost eighty times as much as electricity.

In the sales and display room for a week previous to St. Valentine's Day, all lights had red paper shades. At one side was a long table set for a valentine luncheon — electric appliances being used. The centerpiece was a big bowl of artificial red roses, with a red bulb in the heart of each, while the candles at each corner of the table were also electric.

The table was set with the full complement of china, glass and silver, with red heart place cards; while in front of the hostess' seat was an electric chafing dish. A tea wagon close at hand held both an electric percolator and tea samovar, and just behind it was a tall electric floor lamp with spreading red silk shade.

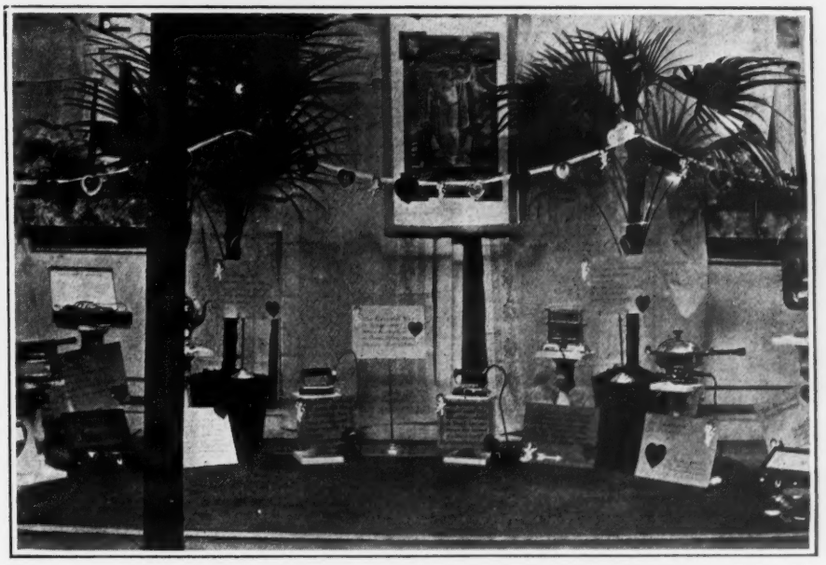
Appliances Dressed for Occasion

Around this main table were a number of others, each holding some one table appliance; and in the background were washers, ironers, dish washers, vacuum cleaners and other more bulky appliances, dolled up with hearts and red ribbons.

One of the best trade-pulling displays was a table heaped high with electric appliances in boxes sealed with red wafers and in many cases tied with red ribbons. Each package bore a little card on which was printed:

The magic darts from Cupid's bow
Have had their day—they had to go.
But if you'll use this gift o' mine
I'll know you are my Valentine.

This room, glowing with a rosy hue, could be seen plainly through the grilled archway that separated it from the main offices, and few could resist the temptation to inspect it at closer range. Once inside, few could resist the temptation to buy.



"Make it an electrical valentine," advised this window of the New Orleans Gas and Electric Company, New Orleans, La. This window tied in with newspaper and direct-by-mail advertising and an interior display. A green felt cloth covered the floor. In the walls of pearl white were little bungalow windows, the boxes of which were filled with red geraniums. The Parrish poster "The Spirit of Electricity" hung on the wall.

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes that:

EVERY electrical business concern should know its costs both for the protection of its own prosperity and its obligations to the trade of which it is a member.

"Life-Extending" Appliances

CYRUS BARNES, general sales manager of the Tenney companies, Boston, made a real point the other day at an organizational sales convention when he referred to electrical appliances for home service as "life-extenders," and so gave his field men a fresh viewpoint to use in their house-to-house calls. From earliest days in electrical appliance merchandising, the labor-saving convenience of such devices has been recognized, but we have not always perceived how these socket utilities tend to prolong life by doing away with drudgery, making conditions better and raising the standards of living in the home. By lessening "the strain of toil and the fret of care," easing the burdens of home management, and releasing time for other activities and interests to the formerly overladen housekeeper, electrical appliances take their honored place among the materiel of modern life extension service.

The Season of Opportunity

WINTER is a great season for the man who sells electrical appliances. The reason is that the principal uses of electric service in the home today are for light and heat—and these are the months of long evenings and cold weather.

From now until the break of spring people will be spending their evenings indoors—they will be reading and playing cards, they will be making calls and entertaining guests and giving parties. Good lighting will have great importance to them and the dealer who talks lamps and recommends the different types and sizes will build up larger lamp sales.

The warming pad, the radiator, and all the little cooking devices that heat water or broth, coffee, tea or chocolate, waffles, toast or griddle cakes are all particularly appealing, too, while mornings and nights are snapping cold. It brings fine opportunity to every retailer.

This is the season to play up these electrical things. Give them position in the store and prominence in your advertising. It pays.

When You Analyze a "Low Overhead" All the Way Through

THE woman who is overly sure that her children are without fault is usually the one whose youngsters are the bane of the neighborhood. When a small boy turns up with overly clean hands and a desire to help his mother fill the wood-box, the average grown-up grows suspicious.

Similarly the electrical contractor who shows too good a record in the matter of overhead lays himself open to a question as to his method of figuring expenses. It costs money to run a business—there is no royal road for escaping this hard fact. Few contractors can manage a business with an overhead less than 20 per cent—probably none reach a figure under 15 per cent. The man who thinks he is doing better than this is probably leaving out some important element which should be included. He may be overlooking his own salary, or that of his family, or failing to charge in the use of the family car, or the rent for his office.

If you think your overhead is something like 10 per cent, this is nothing to be proud of—you had better consult a business doctor at once and let him diagnose your case.

The Dangers of Special Service

GOOD service is the fundamental of success. Too much cannot be said in favor of perfecting this element of salesmanship. The meaning of service, however, should not be perverted to mean something which it is not.

It is rather the fashion for the wholesale trade to make unlimited promises of immediate delivery and special attention to rush orders,—and for the retailer to offer special deliveries, credit terms and opportunities for return. So long as these things are good business, so long as they do not represent too great a piling up of overhead, they are good service. But service in the end is the furnishing of the goods to the retailer in an acceptable way at the least possible cost, and when these "special services" which can benefit only a few people result in a raising of the price to the majority, they represent a loss rather than a gain.

No business can be built up on special cases. Make your success out of the daily run of sales and render your service through the regular channels of good merchandising.

Checking Up on the Value of Window Displays

THE successful and growing business of the new store of the Electric Furnishing Company in Spokane, Wash., is credited by its proprietors, Messrs. Lawson and Jahnke, very largely to the attractive power of their window displays. The owners have kept careful record of the sales in their present and in the former location and are convinced that the effect of an attractive window, displayed on a well-travelled street, is most potent in bringing business into the store.

Not only have records of goods sold indicated an increase of those articles exhibited in the window, but people have entered the store remarking that it was the window which had brought them in. In more than one

instance such callers have insisted upon buying the actual article on display—and it has been necessary to change the window display several times during a week because the material has actually been sold out of it. Color, variety of line, a focus for the attention—and one or more articles a little out of the ordinary in every display are the principles upon which this concern has dressed its windows—and they are principles worth following by others.

Store Lighting—"An Untouched Treasure Chest"

GOOD lighting draws customers like a magnet. This fact was convincingly presented in the recent report by the store lighting division of the Commercial Section, N. E. L. A.

Practical tests were made. Certain stores properly wired and fixtured were selected for the purpose. The number of people to inspect the store windows thus specially lighted was more than doubled. The number of customers increased 12 per cent. The volume of sales increased 29 per cent. The lighting spoke for itself, as there was no newspaper advertising during the period of observation and no special price concessions were given.

There is hardly a line of retail business that would not reflect similar improvement under like treatment. As the report further showed, not more than three stores in ten are properly lighted. Right here then is the reason why hundreds of thousands of stores are going to have better lighting very soon. The appeal of "more business" is irresistible. No wonder then that the investigators call store lighting "An Untouched Treasure Chest."

Every contractor-dealer and fixture man with the ambition to go after the wiring and the fixture end of this business can also dip deep into this same chest.

Target Shield for Radiant Heater Increases Effectiveness

Editor, *Electrical Merchandising:*

Some time ago I purchased a radiant electric heater of the American reflecting type and have recently increased its effectiveness by a simple device. When I spoke about this to friends they ridiculed me, saying heat could not be produced beyond the reflecting capacity of the radiator. My reply was that I claimed no increase of heat but did claim an improvement in its circulation. The idea is not patentable and it is now desirable only to give publicity to it. Here it is.

I had a frame made of small iron piping with the lower ends spread to form feet so the frame would stand upright. Suspended loosely from the frame was a sheet of metal, 22 gauge, on to which were directed the rays from the reflector. This sheet quickly became warm and the warm air in contact with it, rising, caused a flow of cooler air from other parts of the room, so that in a remarkably short time the whole room appeared to be more comfortable than it had been before.

There is on the market a form of sheet-metal lath which consists of staggered openings formed by cutting one side and pressing the area adjacent to the cut so that there are formed oblong holes with projecting shed-roof-like projections. It is called the Bostwick lath. I found that two sheets of this lath hung about an inch apart with the sloping projections on the outside facing inwards, made a very good chimney. As the thin sheets (26 or 27 gauge metal) warmed, the air between them went upward and fresh air from the outside was drawn in, warm from the reflector side, cool from the opposite side, and the circulation was quite rapid.

ERNEST MCCULLOUGH,
Africa House,
Kingsway, London.

[*Obviously, the total heat delivered by the heating element cannot be increased. But it is also evident that by projecting the radiant beam onto a thin "re-radiating" sheet in the center of the room, all of the heat, after striking the target, will go to heat the air in the room. Without the target, the beam would strike some opposite cold wall, and there its heat would be largely dissipated in the wall, with very little effect on the air of the room. This will explain Mr. McCullough's improved results in heating the air of the room with the aid of the screen. —Editors.*]

Synchronous-Motor Clock Reproduces Eclipses

With a total eclipse of the sun on January 24, and an eclipse of the moon following the first week of the present month, this electric nursery timepiece, with its rotating "earth" and revolving moon (a golfball), has proved an attraction for the kiddies in a New York suburb. A Warren synchronous motor, operated from the 60-cycle 110-volt lighting lines, is geared down to exactly one revolution per minute, and drives the hands of an old clock, serving also to rotate the terrestrial sphere. In the nursery where this unique but perfect timekeeper is used, stars deck the ceiling, in exact reproduction of the January heavens, and the main lighting unit is a 10-in. 60-watt globe to represent the sun, so that all the phenomena of night and day, and of solar and lunar eclipses are continually being illustrated.

"Dealer Helps" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

How Much Are Two Hundred Hours Worth?

Most of the arguments in favor of electrical appliances have been associated with their labor-saving qualities; not much has been said about their time-saving features. Yet time is money and money compensates labor.

The electric ironer is, of course, not as well known or as universally used as the washing machine. But it is a newer appliance and has not yet been as intensely merchandised as the washer. Then, too, washday has always been branded as the housewife's most dreaded bugaboo while the ironing operation, fully as disagreeable as washing, is left to shift for itself.

It is a fact that most women themselves, do not realize what time and energy are expended in completing an average-sized ironing. Perhaps a hint or two by the salesman when selling other electrical labor-saving or any electrical appliances for that matter, may start a woman along the road to an ironer sale. Here are a few suggestions the Horton Manufacturing Company, Fort Wayne, Ind., has incorporated in one of its new folders. It is a good material for the salesman to pass along to his customers.

About two hundred hours a year are saved by the use of an ironing machine. In time-saving, it is the equivalent of having four laundresses on the job at one time. Practically all of the ironing may be done on an open-end ironer; no pieces are too large or too small. With the time payment plan the customer may "Iron As She Pays." Here is another interesting feature, the company points out: In a family of five, consisting of two men and three women, the ironing for these people, by the ordinary hand method, took 10 hr. and 40 min. while by the use of an electric ironer, it took but 3 hr. 1 min. or a difference of 7 hrs. and 39 min.—this for one week's ironing.

What a Suggestion Will Do

It is unfortunate that each unhappy user of a wayward reflector heater cannot be told that probably the only obstacle in the way of its perfect operation is a burned-out element. While the dealer cannot question each customer individually about the conduct of his electric heater, the little counter display of the Waage Electric Company, Chicago, showing its "Replaceall" unit, can suggest to all who are interested that electric heaters may be revived for one dollar. This display is called by the company "The cash register stimulator" and it is that, too, if placed in a conspicuous place where he who wishes may read.

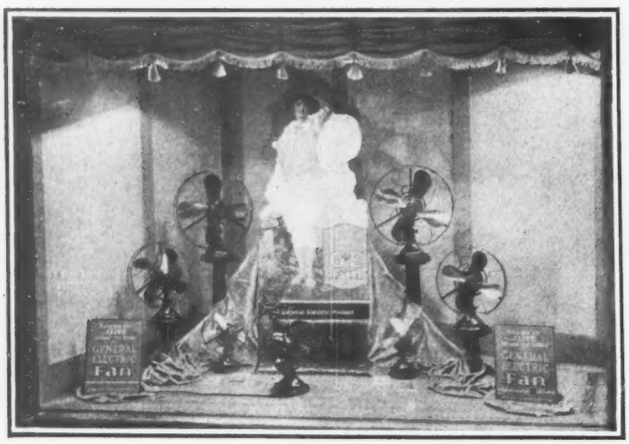
Demonstrating the Electric Refrigerator by Proxy

To overcome the difficulty of selling an appliance that cannot be demonstrated in the home, the Kelvinator Corporation, Detroit, Mich.,

Note how easily the pages turn over and how clearly each point in the talk is illustrated. This kit gives the salesman more confidence in calling upon prospective customers for it provides something tangible on which he can base his sales story.

has thought of a novel way to engage the customer's attention and keep her interested until the salesman has told his story. The form of this new selling idea may be seen from the accompanying illustration. It is called the "Customer Kit" and consists of a portfolio, the cover of which is made to stand by itself, thereby providing an easel for the charts illustrating points in electric refrigeration.

A Harbinger of Summer Days



Although the winter snows are still falling, everyone's thoughts are of the spring to come. But the dealer has been planning his spring and summer campaigns since the first of the year. It is timely, then, that electric fan displays be considered. Here is a suggestion for a fan window, prepared by the General Electric Company's merchandise department, using the new 1925 G-E display material. The trim illustrated, is installed in a small triangular window

A Washer Display Without "Trimmings"

This illustration shows but one-half of a "One Minute" washer display put on by a dealer in North Platte, Neb. It can be quickly arranged when the dealer finds that he hasn't as much time as he thought he had to devote to dressing up his windows. To show the action of the machine, a mirror has been placed above it and a portable-light arranged to throw light on the interior. The other half of the window shows the machine unassembled, silently directing attention to the few parts that go to make up the washer, thereby convincing the woman that a washer is as simple to operate as her sewing machine.

The Ward Manufacturing Company, Chicago, is issuing with its electric drying comb a display carton showing how the comb is used and silently selling the idea of drying the hair electrically.

Haag Bros. Company, Peoria, Ill., recently issued a little folder named "Don't Buy Blindfolded," which describes its three types of washers, the oscillator, cylinder and dolly, showing, by illustrations, the mechanical action followed in each type. In addition to this folder, the company has prepared separate folders on its various models.

The Condit Electrical Manufacturing Company, South Boston, Mass., is distributing two new bulletins, No. 421-2 covering induction and synchronous motor panels; and No. 457 covering safety enclosed switchboards with removable truck-type panels.

The Ward Leonard Electric Company, Mount Vernon, N. Y., has issued its Bulletin No. 63 on Vitrohm (vitreous enameled) resistor units.

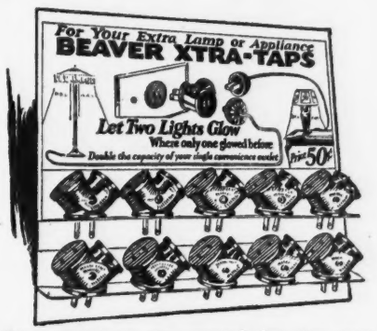
The Roller-Smith Company, 18 Park Place, New York City, is issuing its Bulletin No. 530 which describes two new circuit breakers,—a double-pole "interlocked trip" breaker and a "shock proof" circuit breaker. In addition to these new devices the company calls attention to the convenient listings in the Bulletin, which enable one to locate what he is looking for with a minimum of trouble and time.

The Century Electric Company, St. Louis, Mo., is distributing a folder called, "How Century Polyphase Motors Are Built."

"Hot Air—How to Get the Better of It" is the name of a new mailing piece sent out by the Monitor Controller Company, Baltimore, Md., on its Edgewound resistors.

The Universal Battery Company, Chicago, is distributing a number of unusually-attractive folders and envelope stuffers on its line of batteries. There are some heart-shaped folders on the "heart" of the electric system, instructions for the care of batteries and many other decorative and useful pieces of sales help material.

The Hobart Brothers Company, Troy, Ohio, has prepared several new folders on its HB "Vary-Rate" connector, the HB One Day battery-charging equipment and the HB twin automatic air compressor.



Two purposes are served by the new "Xtra-Taps" display carton furnished by the Beaver Machine & Tool Company, Newark, N. J. To the wise, who are already users of plural plugs, it suggests a further use for a compact and neat plural plug and to folks who are not already users of double plugs, it tells the story of greater wiring convenience. The carton is attractive in its colors of black, royal blue and orange.

The Crouse-Hinds Company, Syracuse, N. Y., recently has issued Bulletin No. 2069 on its electric flashing beacon and isolated traffic signal

The Pettingell-Andrews Company, Boston, is distributing its No. 5 radio catalog.

The Kellogg Switchboard & Supply Company, Chicago, has prepared for its dealers many interesting trade helps including cut-outs of the radio bug and his widow, the radio girl headset, apparatus display cut-outs, guarantee signs, radio hand books, calendar-type display hangers and transformer broadsides.

The Florentine Craftsmen, New York City, have issued a loose-leaf folder on their line of handwrought lighting fixtures, gates, ornaments, fireplace goods, etc.

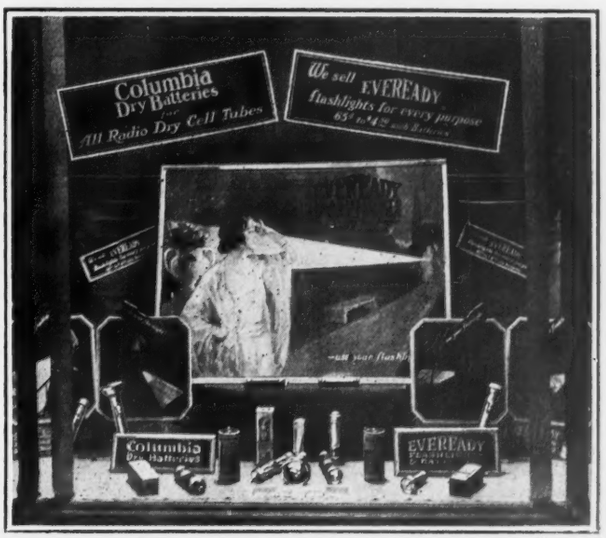
A "Portfolio of Decorative Illumination" has just been prepared by the Lightolier Company, 569 Broadway, New York City, for direct consumer distribution. In this portfolio will be found reproductions of model rooms in various types of decoration, Colonial, French, Chinese, etc., with suggested fixtures for each type. Every application for lighting equipment, including outside entrance and hall, sun room, living room and dining room, kitchen and bedroom, is considered.

The Cutler-Hammer Manufacturing Company, Milwaukee, Wis., has issued a new six-page pamphlet entitled "Two Feet of Electrical Heat." This pamphlet, No. H-2, illustrates and describes the C-H space heater and some of its many uses, such as keeping vaults warm and dry, in negative drying cabinets, in valve houses on fire sprinkler systems, watchmen's towers, etc.

The Warren Clock Company, Ashland, Mass., has prepared a loose-leaf catalog of "Telechron" clocks which is available in a blue standard-size filing folder, properly marked for regular filing. Lockwood & Almquist, Inc., 226 East Forty-second Street, are distributors for the "Telechron" in New York City.

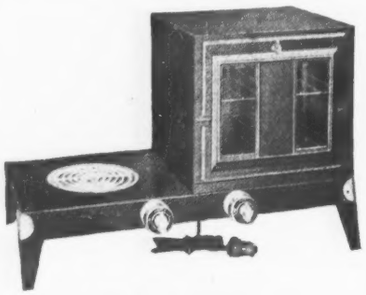
When You Plan a Flashlight Display

"Use Your Flashlight," is the message hammered by the National Carbon Company in its advertising and sales material. The same idea is incorporated in all its new "dealer help" material to enable its dealers to tie up with the "Eveready" advertising program. All you have to do to obtain the display material required for a window trim similar to the one pictured is to send a request for it to the National Carbon Company, 30 East Forty-second Street, New York City. This new "sales help" material consists of the muslin background shown in this display, a set of store cards, appearing in this instance in the right and left foreground, and the metal counter sign. All of these displays are in colors of blue, red and gray.



New Merchandise to Sell and

This editorial section is prepared purely as a news service, to keep readers of "Electrical Merchandising" informed of new products on the market.



Electric Range

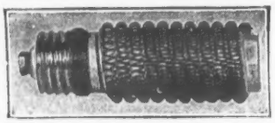
Electrical Merchandising, February, 1925

The National Stamping & Electric Works, 3212 West Lake Street, Chicago, is announcing a new line of "White Cross" electric ranges, with models for every need and every pocketbook. There are one-, two- and three-burner table stoves and a two- and three-burner range, with a shelf. Ovens can be supplied for all models. The stoves are finished in black, with nickeled trimmings. All of the ranges have a three-heat control. The model illustrated is No. 102. Exclusive of oven, in two-burner type, it is listed at $14; in three-burner type, $17.50.

Decorative Switch Plates

Electrical Merchandising, February, 1925

Switch plates in any color or any combination of colors, to tie in with the decorative scheme of a room may be obtained from the Cincinnati Galvanizing Company, Cincinnati, Ohio. These plates are heavily enameled, then baked to provide a permanent finish which will not wear off, tarnish or fade, the company points out. They may be obtained in solid color or attractively decorated. Intended retail price, about 20c. each.



Heater Unit

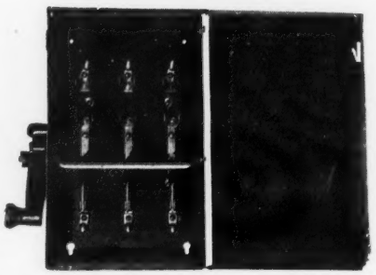
Electrical Merchandising, February, 1925

Known as "Replaceall," the new heater unit brought out by the Waage Electric Company, 5100 West Ravenswood Avenue, Chicago, is made to fit all types of reflector heaters with standard sockets. The wattage is 660. Intended retail price, $1.

Safety Enclosed Switch

Electrical Merchandising, February, 1925

The quick operating mechanism of the new switch brought out by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., has been condensed to a few simplified parts and located inside the operating handle. This new WK-60, 3-pole, 60-amp., 250-volt switch was designed to meet the demand for a simplified enclosed switch without the full safety features, the manufacturer explains.



Washing Machine

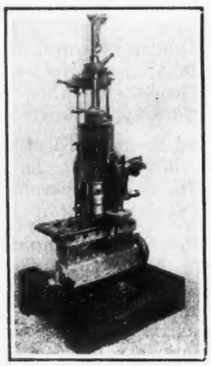
Electrical Merchandising, February, 1925

The center of the tub of the new "Trojan" washer introduced by the Hogan-Spencer-Whitely Company, Erie, Pa., is provided with a large vertical tube rising up above the water line. The space between this tube and the outer wall of the tub forms a circular channel containing the clothes and the washing solution. Five vacuum cups are so arranged that they move downward and upward one at a time in rapid succession around the channel, so that no two cups are in the same position at the same time. As each cup moves downward, it squeezes the clothes at that point and then lifts them up through the wash water, thereby giving 325 individual cup actions a minute, it is explained. The cups themselves do not rotate. Other features are the adjustable legs, the table top and the gas burner which may be obtained as extra equipment.

Portable Grinder

Electrical Merchandising, February, 1925

The "Du-All" grinder made by the Gisholt Machine Company, Madison, Wis., is a portable cylinder grinder and piston-fitting machine which is recommended by the manufacturer for use in automotive service stations. The machine is made to grind holes 2½ in. to 5¼ in. in diameter up to 14 in. in length and pistons or bushings up to 6 in. in diam. and 10 in. in length. It is operated from the ordinary light socket by a ¾-hp. motor, 110 or 220 volts. Included in the equipment is a suction fan and hose for carrying the dust from cylinders while grinding.



Electric Water Heater

Electrical Merchandising, February, 1925

A new feature of the "Instantaneous" electric water heater brought out by the Instant Electric Water Heater Company, Bridgeport, Conn., is the temperature adjustment which is operated by means of a thumb screw located on the right-hand side of the heater. By turning the screw forward, the flow of water is increased and the temperature decreased; turning it backward increases the temperature and decreases the flow of water. It is made for use on either alternating or direct current, 110 volt, 60 or 80 amp. circuits and 220-volt, 30, 40, 50, 60 and 75 amp. circuits. Intended retail price, $60.

Hot Plate

Electrical Merchandising, February, 1925

The single-unit "Electrik Maid" hot plate marketed by the Electrik Maid Bake Shops, St. Paul, Minn., is 6¾ in. square and 3¾ in. high. It can be used on alternating or direct current, 110 or 220 volts.—550 watts. Intended retail price, $1.95.

Where to Buy It—

Latest Developments Gathered by the Editors

It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.

Motor-Driven Lubricant Pumps

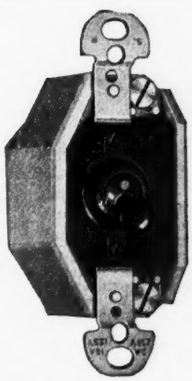
Electrical Merchandising, February, 1925

The Ruthman Machinery Company, Cincinnati, Ohio, has announced some recent improvements in its models H-L and S-L "Gusher" pumps. These models differ only in capacity, model S-L delivering 15 gal., and H-L 30 gal. The pumps are constructed so they can be attached to a machine by four machine screws, making them adaptable for permanent parts of machines or as auxiliary equipment for use when the regular pump equipment on a machine is out of order. The motor is direct-connected to the pump.

660-Watt Pull-Chain Socket with Metal Locating Lug

Electrical Merchandising, February, 1925

By adding a metal locating lug to all P & S porcelain socket bodies, with the single center screw, Pass & Seymour, Inc., Syracuse, N. Y., claim a saving of time for the wireman in assembling these wiring devices. The metal lug on the body fits a corresponding depression in the caps and bases and indicates the position for assembling.



Flush Toggle Switch

Electrical Merchandising, February, 1925

A "lock and release" movement is applied to the new flush toggle switches brought out by Harvey Hubbell, Inc., Bridgeport, Conn., the manufacturer points out. They are equipped with a drum spring which is wound up by the action of the toggle handle. When the spring has reached its full strength it is released by what is known as the "lock and release" movement. These switches are made in white porcelain with toggle handles of black bakelite and in black composition with toggle handles of brass, the latter with luminous tips, if desired. Both types can be supplied in single pole, double pole, three-way and four-way.

Handy Tool Outfit

Electrical Merchandising, February, 1925

For use by electricians, by the automobilist, the radio mechanic and in the home workshop the O. P. Schriver Company, Cincinnati, Ohio, has brought out a small tool kit which contains one adjustable tool or file handle, a 7-in. saw, an ice pick or scratch awl, a screw driver for large or small screws, a chisel, a gimlet bit, a tack claw, a large brad awl and a small brad awl. The adjustable handle, besides holding the tools mentioned, is also made to hold any other small shanked tools as well as any kind or size file.

Heating Pad

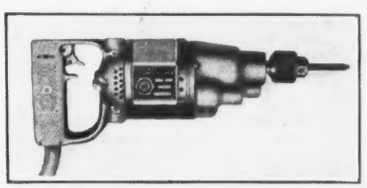
Electrical Merchandising, February, 1925

The Zenith Electric Company, 562 Hippodrome Building, Cleveland, Ohio, has brought out a new electric heating pad. It is described by its manufacturers as having a heavy-nap flannel for the outside covering, a heating unit of woven chrome nickel and a thermostat to prevent the temperature from getting too high. Intended retail price, including 7-ft. cord and separable plug, $1.

Man-Cooling Fan

Electrical Merchandising, February, 1925

For use in steel mills, foundries, tube mills, drop forge shops and other places where the heat is intensive, the Buffalo Forge Company, Buffalo, N. Y., has brought out a man-cooling fan that is made in two sizes. The large size has a 36-in. diam. fan wheel while the smaller one has a 30-in. wheel and is supplied with a 3-hp. motor. A 5-hp. motor is used with the larger fan. Both models can be easily moved from place to place or if desired, may be permanently installed.



Electric Tapper

Electrical Merchandising, February, 1925

The new electric tapper brought out by the Black & Decker Manufacturing Company, Towson, Md., is similar in design and construction to the company's electric drills except that the mechanism in the gear case is so designed that the tap is driven in at a speed of 350 rpm. and, by a slight backward pull on the machine, the tap chuck is automatically reversed and the tap backed out of the threaded hole at double the speed it is driven in. No reversing switch, it is pointed out, is needed. The tapper is made to tap holes in steel up to ¼ in., in cast iron up to ⅜ in. and in brass or aluminum, up to ⅝ in. It weighs but 8¾ lb. and is equipped with universal motor. Intended price $78.

Luminous Button

Electrical Merchandising, February, 1925

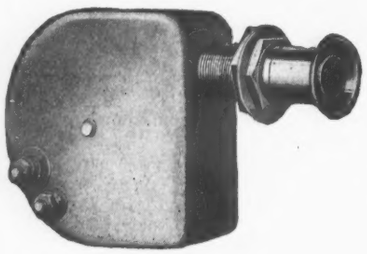
For use with Connecticut bakelite switches, receptacles and combination plates, the Connecticut Electric Manufacturing Company, Bridgeport, Conn., has brought out a new bakelite button with luminous insert. It is known as No. 6191 bakelite button.

New Merchandise to Sell and Where to Buy It—

Ice Cream Freezer

Electrical Merchandising, February, 1925

The Alaska Freezer Company, Winchendon, Mass., is marketing an electric household freezer which is made to operate from the ordinary lamp socket. The motor is of the 110-volt universal type and is adapted to both alternating and direct current. The freezer is made in two, three and four-quart sizes.



Cigar Lighter

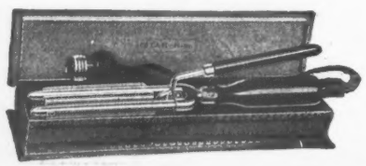
Electrical Merchandising, February, 1925

Although made for installation on the instrument board of any car, the "Keystone" cigar lighter is within reach of the car's rear occupants because of the 4-ft. cord with which it is provided. A 6-8 volt heating unit, standard on most cars, is furnished unless otherwise specified. The lighter is made of brass, nickel-plated and is intended to retail at $5. Manufacturer: The Norlipp Company, 568 West Congress Street, Chicago.

Marcel Waver

Electrical Merchandising, February, 1925

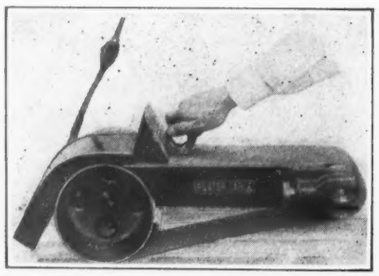
The Nichrome heating elements of the new "Star-Rite" marcel waving iron brought out by the Fitzgerald Manufacturing Company, Torrington, Conn., are enclosed in two prongs ⅝ in. wide and 5½ in. long. The handle has circassian walnut finish. Each iron is equipped with a green silk cord, detachable plug in handle and brown bakelite two-piece plug. In attractive four-color decorated metal container, it is listed at $4.50.



Automobile Spotlight

Electrical Merchandising, February, 1925

Especially adaptable for use with one-piece windshield is the "Circlite Junior" spotlight with inside control, made by the Great Lakes Auto Products Company, 4619 Ravenswood Avenue, Chicago. It is made to give a full half-circle range and has built-in switch convenient to the driver's thumb. For use by the dealer in installing the light, the company has developed a new cutting tool by means of which the spotlight may be installed without removing the glass from the windshield or car. It is intended for sale at $2.25. The "Circlite Junior" is listed at $9.



Electric Sander and Grinder

Electrical Merchandising, February, 1925

To meet the demand for a belt surfacing machine of a smaller size than its standard belt machine, the Porter-Cable Machine Company, 1708 North Salina Street, Syracuse, N. Y., has brought out a small size belt sander and grinder which is operated from the ordinary lamp socket by a ½-hp. motor directly connected to a 7½-in. drive pulley. The grinding bed measures 6 in. x 18 in. The machine may be used on the work bench or may be provided with pedestal for use where the work is more scattered.

Coil for Electric Heaters

Electrical Merchandising, February, 1925

A replacement unit for portable electric heaters with standard Edison base has been brought out by the Reben Electric Manufacturing Company, 32 Union Square, New York City. It is known as the "Remco" glow coil and one of its features, the manufacturer points out, is that it operates at 5½ amp.

Window Reflector

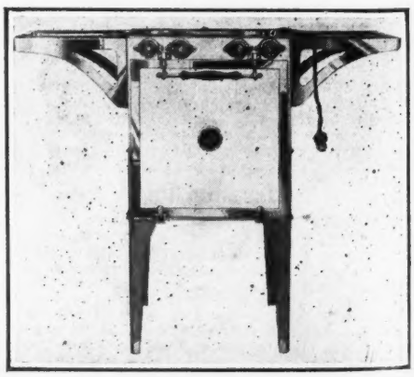
Electrical Merchandising, February, 1925

Contrary to the usual practice, the new No. 944 window reflector announced by the Holophane Glass Company, Inc., 342 Madison Avenue, New York City, is entirely enclosed so that the lamp filament cannot be seen from any position, the manufacturer explains. The bottom enclosing plate is made not only to eliminate possibility of glare and back reflection from the windows but to soften shadows. The reflector is designed for use with 200-watt lamps so that higher intensities can be obtained than are usual. A brass heel is supplied so that the ordinary 2¼ in. flat or Form "O" holder can be used.

Electric Stove

Electrical Merchandising, February, 1925

The new "Thermal" electric range, which is a lamp-socket device, is manufactured by the Thermal Electric Corporation, Cincinnati, Ohio. It has heating units at both top and bottom of the oven and another unit on outside top for frying, boiling, etc. Extra side arms with heating elements can easily be attached, the manufacturer points out. Finished in white enamel with gray and nickel trimmings.



Cord Set

Electrical Merchandising, February, 1925

The Reben Electric Manufacturing Company, 32 Union Square, New York City, is marketing a new heater cord set which consists of an assembly of standard parts including a Beaver heater plug, a G. E. attachment plug and a Rockbestos cord.

—Latest Developments Gathered by the Editors

Pedestal Type Hair Dryer

Electrical Merchandising, February, 1925

For use in beauty parlors, the Eastern Laboratories, Inc., 225 East Thirty-eighth Street, New York City, has designed a pedestal type electric hair dryer. It has twelve different combinations and individual control of heat and air. A cap attachment for water-wave drying, adjustable to any head, is made for all models. The intended price of the all-electric and gas and electric models, with black enameled motor, $110; with nickle plated motor, $115.

Lamp Guards

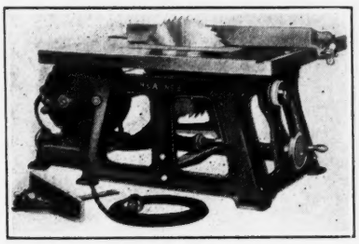
Electrical Merchandising, February, 1925

The line of expanded metal "Flexco" and "Flexco-Lok" lamp guards manufactured by the Flexible Steel Lacing Company of Chicago, has been revised to a series of only thirty-four numbers and prices have been reduced, the manufacturer declares. The new line of guards covers all requirements for ordinary service.

Indirect Lighting Unit

Electrical Merchandising, February, 1925

The "Twentieth Century Lite" is the name of the new fixture illustrated, brought out by L. Plaut & Company, Inc., 432 East Twenty-third Street, New York City. It embodies a new idea in home lighting fixtures being a practical indirect light designed to eliminate intense glare and, because of its luminous glass bottom, the objectionable light contrast caused by the old style opaque glass globe. The unit is being made in various finishes and decorative designs. Approximate retail price, depending on style, $15 and up.



Portable Bench Saw

Electrical Merchandising, February, 1925

Operating from the ordinary lamp socket, the portable bench saw made by Heston & Anderson, Fairfield, Iowa, has a capacity to cut wood up to 2⅜ in. thick, either ripping or across the grain, the manufacturer points out. It is fitted with a standard rip saw 8 in. in diameter, No. 18 gage, which runs at a speed of approximately 2100 r.p.m. It can also be fitted with cut-off saw, or with a 6-in. dado head for grooving up to ¾ in. wide. An Emerson ½-hp. motor operates the saw. The net weight of the entire machine is 100 lb. Intended price for 110-volt, 60-cycle, single-phase, a.c. type, is $90; prices of other ratings vary.

Electric Lantern

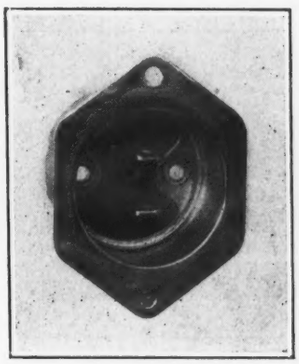
Electrical Merchandising, February, 1925

For general use, where a great volume of light is needed for any length of time, the Delta Electric Company, Marion, Ind., is manufacturing a No. 10 lantern which operates from two ordinary No. 6 dry batteries. It is 7½ in. high, is made of pressed steel finished in bright red and is equipped with bail and handles both of which fold out of the way. Intended retail price, without batteries, $2.75.

Insulator

Electrical Merchandising, February, 1925

For indoor or outdoor use, the E. H. Freeman Electric Company, 10 Prince Street, Trenton, N. J., has designed its No. 1 service insulator which is especially useful, the manufacturer points out, for radio antennae and telephone wires. It is constructed to support the lead-in and ground wires around buildings and along attics or basements. It measures 3 in. overall and the knob is 1½ in. in diameter.



Motor Connector

Electrical Merchandising, February, 1925

By the use of a new motor connector recently devised by the General Electric Company, Schenectady, N. Y., for flush mounting on electric stoves, cookers, washing machines, portable tools, etc., the ordinary abuse of the connecting cord is eliminated. The cord may be removed after the work is done, and properly cared for, instead of being carelessly twisted around the appliance or dragged about. The face plate is nickel. Standard knife bades are used, accommodating Standard connector bodies.

Light Control for Theatres

Electrical Merchandising, February, 1925

The "Controlite" unit made by the Ward Leonard Electric Company, Mount Vernon, N. Y., is described by its manufacturer as a combined switchboard and interlocking dimmer bank in which the switches and dimmers are interconnected electrically and mechanically. Each dimmer plate and its switch are controlled from a single operating handle. By means of the "Controlite" arrangement, control of light in the entire theatre (stage and house) can be obtained by moving a single handle or slow-motion wheel. Any circuit or group of circuits can be operated in unison with others or independently of others, it is explained.

Two-Way Plug

Electrical Merchandising, February, 1925

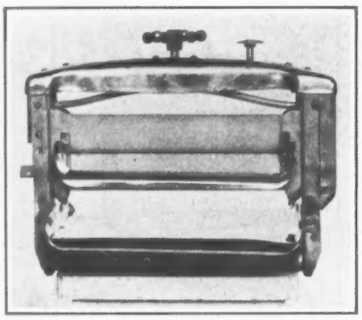
"Wepco" is the name of the new plural plug brought out by the R. B. Corey Company, 100 East Forty-fifth Street, New York City. It is made to fit all standard receptacles and caps. Intended retail price, 50c.

Soldering Iron with Swivel Point

Electrical Merchandising, February, 1925

That it may be adjusted to any position to 45 deg. is claimed for the swivel-point of the soldering iron made by the Ward Manufacturing Company, 937 Wellington Avenue, Chicago. It is designed for use with either direct or alternating current, 105 to 115 volts. Intended retail price, $3.25. This iron is also made with straight point which has two interchangeable threaded tips. It is listed at $2.75.

New Merchandise to Sell and Where to Buy It



Separate Wringer for Use with Electric Washers

Electrical Merchandising, February, 1925

The wringer illustrated is made by the Chamberlain Machine Works, Waterloo, Iowa, and was designed for sale to washing machine manufacturers for attachment to their washers. The wringer itself is made of stamped metal, the parts coming in contact with the clothes being fabricated from non-rusting materials and nickel-plated. A complete and instantaneous release of the entire top, the manufacturer declares, permits the upper roll to be freely removable from the wringer frame, and the trapping of the spring pressure eliminates any violent action or shock when the release is functioned, eliminating as well "flat spots" on the rubber rolls.

Adjustable Floor Lamp

Electrical Merchandising, February, 1925

The new "Harvey" telescoping floor lamp brought out by the Electric Utilities Manufacturing Company, 314 Adams Avenue, Scranton, Pa., is automatically adjustable in height from 3½ ft. to 5 ft., without the use of set screw or locking nut. The base is 9 in. in diameter and together with the post and exterior of the reflector is finished in verde green. Finish of other parts of the lamp is polished nickel. Intended retail price, $7.50.

Individual Motor Drive for Sewing Machines

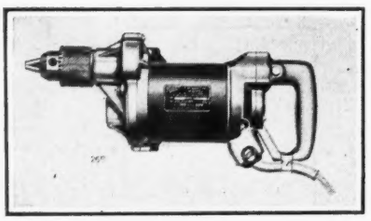
Electrical Merchandising, February, 1925

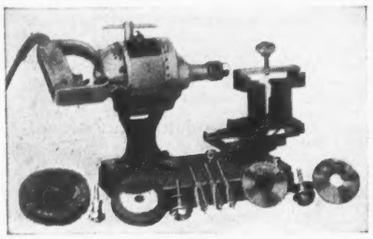
The Maimin Speed Control Corporation, 251 West Nineteenth Street, New York City, has brought out a speed-control, individual motor drive for sewing machines in cloak and suit factories and other plants where a number of sewing machines are in use. No rheostats, transmitters or clutches are employed. The device is operated with a small single belt by means of a ¼-hp. motor, for a.c. or d.c. circuits. Intended price, $35.

Electric Drill for Drilling Slate and Marble

Electrical Merchandising, February, 1925

Unlike other materials, it is pointed out, the drilling of slate and marble can only be accomplished at a very slow speed. The new drill brought out by the Hisey-Wolf Machine Company, Cincinnati, Ohio, is made to operate at only 110 r.p.m. at no-load and to have sufficient power for drilling up to ½-in. diameter in slate and marble. The drill is made for 115 and 230 volts but on special order will be furnished for 32 to 250 volts. Intended price, $75.





Battery Repair Outfit

Electrical Merchandising, February, 1925

For use with the ¼-in. Black & Decker drill, a battery repair outfit has been brought out by the Fleming Machine Company, Worcester, Mass. The outfit consists of a set of 3 battery drills; drill pedestal and slotting attachment mounted on base; one ¼-in. and one ¼-in. slotting saw with one arbor; 4-in. wire brush with arbor; and 3-in. emery wheel with arbor. Intended price of the outfit, not including electric drill, $19.50.

Wrench with Automatic Adjustment

Electrical Merchandising, February, 1925

The "Speednut" wrench manufactured by the Speednut Wrench Corporation, Chicago, is made with constant automatic ratchet adjustment to take all sizes and shapes of nuts within its range. The 8-in. size is designed to take nuts from $\frac{1}{16}$ in. to $\frac{3}{4}$ in. while the 6-in. size takes nuts from $\frac{1}{4}$ in. to $\frac{7}{8}$ in. Intended retail price of 6-in. size, $3.50; 8-in. size, $4.

Screw Ring Socket With Knurled Ring

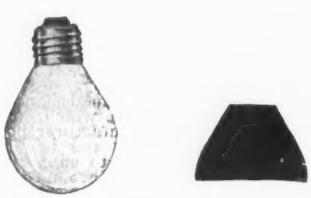
Electrical Merchandising, February, 1925

A recent improvement—the addition of a knurling to the ring—has been announced by the Bryant Electric Company, Bridgeport, Conn., in respect to its line of screw ring sockets. As the illustration shows, these sockets have a style of shell and cap which is held together by means of a ring which slips over the shoulder on the cap and is threaded to the body of the shell, making a secure fastening which will not jar loose when a heavy shade is hung from the shell, the manufacturer explains.

Luminous Pendant

Electrical Merchandising, February, 1925

To prevent stubbed toes and ruined dispositions caused by unnecessary stumbling in the dark to find the electric light switch, the radium or luminous switch-locator was developed. The "Glowlite" pendant illustrated is a product of the Rodale Manufacturing Company, 492 Broome Street, New York City, and is made for easy attachment to the ordinary pull-chain. Intended retail price, 25c. each.



Mill-type Lamp with Self-Contained Reflector

Electrical Merchandising, February, 1925

The Champion "Green-Back" lamp announced by the Consolidated Electric Lamp Company, Danvers, Mass., is designed to replace the heavy metal reflector and to focus the light where light is needed. The lamp is of the mill type; the eye shade is furnished by means of a green enamel coating around the upper portion of the lamp. The reflector consists of a white permanent glaze on the inside of the bulb. Intended list price 40c.

News of the Electrical Trade

Lighting Equipment Dealers Will Hold Market

The National Association of Lighting Equipment Dealers will hold a market in conjunction with its annual convention about the middle of next month, it was decided at a board of directors meeting in Cleveland, Ohio, recently.

R. W. Smith, secretary, made the following announcement: "Inasmuch as the National Council, Lighting Fixture Manufacturers, definitely decided at its meeting in Philadelphia on Jan. 15 that it would not hold a national or regional show this year, the National Association, Lighting Equipment Dealers, feel that it is necessary because of the requests received from the majority of its members to hold a market in conjunction with its annual convention about the middle of March, the definite date and location to be announced later."

Rocky Mountain Electrical Co-operative League Elects Officers

The Rocky Mountain Electrical Co-operative League, Salt Lake City, Utah, through its board of trustees, recently elected the following new officers: President, C. B. Hawley, vice-president and general manager of the Inter-Mountain Electric Company; vice-president, George R. Randall, president and general manager of the Salt Lake Electric Supply Company; secretary-treasurer, R. M. Bleak, who has been in office since the beginning. A new board of trustees of seventeen members from all the branches of the industry, was also elected.

Great Edison Memorial Building Proposed for New York

A vast electrical office building, club and association center, to be erected on Fifth Avenue, New York City, as a tribute and memorial to Thomas A. Edison while he yet lives to see it, is the plan of Charles L. Eidlitz, chairman of the New York Electrical Board of Trade, as unfolded before a meeting of the Independent Associated Electrical Contractor-Dealers on January 14.

Mr. Eidlitz proposes a five-million-dollar twenty-story structure as the architectural setting for a heroic figure of Mr. Edison in bronze. Included in the building itself would be an auditorium seating a thousand persons, electrical display rooms, an electrical museum tracing the development of Mr. Edison's inventions, offices for electrical concerns and for local electrical bodies and a completely appointed club for out-of-town and local electrical men with sleeping rooms, restaurants, etc.

At the close of Mr. Eidlitz' address the first bonds were subscribed to finance the proposed Edison Memorial.

New officers of the Independent Association were installed as follows; under the direction of the retiring president, A. Lincoln Bush

President, L. C. McNutt; vice-presidents, S. J. O'Brien and Fred B. Zenker; treasurer, A. L. Bush; financial secretary, Z. Hartmann; recording secretary, Albert A. A. Tuna, and sergeant-at-arms, M. J. Heller.

Conference of Electrical Leagues Being Arranged

Arrangements have already been made with the management of Association Island for the holding of another conference of representatives of local electrical leagues this year. This conference will take place about the same time as last year—early in September.

The details of organization will be undertaken by The Society for Electrical Development in co-operation with the League Council appointed at the last conference.

"A magnificent memorial building to Thomas A. Edison will not only serve as a fitting tribute from the electrical industry to its great founder, but will also supply a need that exists in New York for an electrical office and club center," explains Mr. Eidlitz. "Besides providing offices for manufacturers and for electrical bodies, like the New York Electrical Board of Trade, the upper stories would be given over to a splendid club for electrical men, with restaurants, roof gardens, and sleeping rooms for out-of town visitors. The above is an artist's conception of the building.

News of the Trade

(Continued from page 5125)

Pittsburgh Reflector Company, Pittsburgh, Pa., has opened a branch in Machinery Hall, Clinton and West Washington Streets, Chicago, Ill. James J. Kirk, former illuminating engineer, Commonwealth Edison Company, has been appointed manager.

The Acme Wire Company, New Haven, Conn., announces the opening of a Boston office at Room 442, Chamber of Commerce Building, 80 Federal Street, in charge of R. M. Nichols.

The Mid-West Metal Products Company, Muncie, Ind., has moved its office and factory to Second and Pierce Streets where it will have about 5,600 sq.ft. of manufacturing floor space.

The Jefferson Electric Manufacturing Company, Chicago, Ill., is moving into larger office and factory quarters at 501-511 South Green Street.

The Okonite Company, Passaic, N. J., opens an office at 310 So. Michigan Avenue, Chicago, Ill., February 1 to take over the sale of Okonite products in western territory. New appointments announced by the company follow: Charles E. Brown, vice-president in charge of the territory west of Pittsburgh and east of the Rocky Mountains, Chicago headquarters, former vice-president, Central Electric Company; A. L. McNeill, manager, railroad department; E. H. McNeill, sales engineer; Ray N. Baker, sales engineer; L. R. Mann, manager, St. Louis office; Joseph O'Brien, sales representative, Chicago; C. E. Brown, Jr., manager, light and power department.

T. J. Crofton, 109 Lafayette Street, New York City, has been appointed sales agent for the Reflector & Illuminating Company, Chicago, Ill.

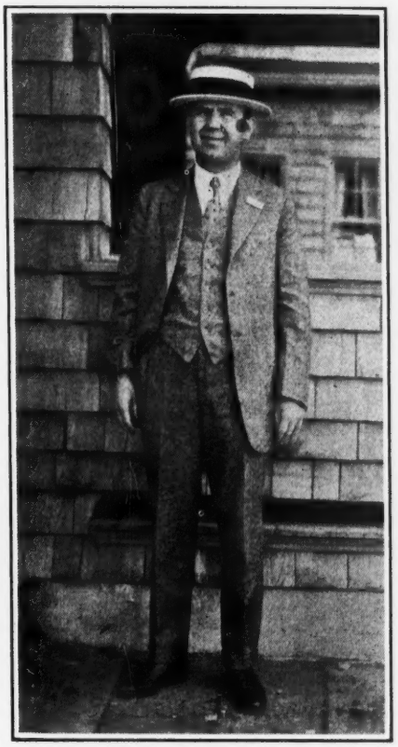
The Roller-Smith Company, 233 Broadway, New York City, announces the appointment of W. H. Pugh as its representative in the northeastern part of Pennsylvania, with headquarters at its factory, Bethlehem, Pa.

Irving Odell, radio manufacturers' agent, has opened an office at 163 West Washington Street, Chicago, Ill.

The F. W. Wakefield Brass Company, Vermilion, Ohio, has appointed Francis I. Wilson sales manager. The Wakefield Company recently had a serious fire at its manufacturing plant. Production, however, is going on, and a new factory, almost double the size of the old one, will soon be ready.

The Charles E. Hayes Company, Springfield, Mass., wholesale distributor of electrical supplies, is now located in its own three-story building at 189 Taylor Street, with a floor-space capacity of 20,000 sq.ft.

The Appliance Manufacturing Company, Hartford, Conn., has been merged with the Frank E. Wolcott Manufacturing Company, of the same city. The trade now has the opportunity of combining purchases under one standard schedule of discounts. It also has a wider variety, both in retail prices and character of appliances, from which to choose.



This cheerful soul is P. M. Parry, commercial manager of the Utah Power and Light Company. Mr. Parry's Company is the one which has the greatest concentration of electric baking installations on its lines of any in the country and which has sold an electric washing machine to one out of every three homes in its district. No wonder he looks happy.

The Mason Electric Company is the name of a new store recently opened at 440 Main Street, Poughkeepsie, N. Y., by E. R. Mason, formerly Delco-Light Company representative in northern New York.

The Frank E. Wolcott Manufacturing Company, Hartford, Conn., has sent Frederick Haase, who is in charge of sales, to San Francisco to investigate merchandising conditions in that territory.

The Associated Manufacturers of Electrical Supplies and sections will hold their annual meeting at The Homestead, Hot Springs, Va., the week beginning June 8, it recently was announced by the secretary.

Henry J. Sage has been elected second vice-president of the Robbins & Myers Company, Springfield, Ohio. Mr. Sage will be identified with the commercial organization of the Robbins & Myers Company in the field, assisting president F. C. Hunting in looking after commercial organizations and extension of general business. He will be located in New York City.

The Sangamo Electric Company, Springfield, Ill., has opened up a direct sales office at 19 Pearl Street, Boston, Mass., in charge of Stafford J. King, who for the past twelve years has been the Sangamo sales engineer located in the New England territory. He will be assisted by W. H. Carpenter, R. D. Savage, and Leonard G. Hunt, who will serve the New England territory.

G. M. Thompson has become associate sales manager in charge of dealer salesmen for the Modern Laundry Machine Company, of Kansas City, Mo. Mr. Thompson has had a number of years of selling experience and has been associated with such companies as L. J. Mueller Furnace Company, Milwaukee, as general salesman, from which post he was transferred to Cincinnati as manager of the Newman Heating Company. More recently he has been connected with the Lincoln Washing Machine Company, Detroit, as assistant sales manager, and with Altorfer Bros. Company, of Peoria, in charge of dealer sales. The company has also secured the services of E. F. Barrett, as associate sales manager in charge of central-station work. Mr. Barrett is well known in the electrical trade as he has been in this line for the last 15 years with such companies as the Westinghouse Company, Kansas City, and the Illinois Traction Company, Peoria. For the last three years, he has been district manager for Altorfer Bros. Company, of Peoria, Ill.

A western bunch, well known to merchandising circles on the Pacific Coast and consisting of Frank Gerhardt, Al Caspar, (better known as "Vallejo Al"), Sandy Sanderson, Tom Bennett, Tom Simpson and Bill Dunbar. A picture of the photographer taken while listening to the remarks being made would undoubtedly show an equally appreciative expression. They seem to believe in the smile campaign.

News of the Trade

(Continued from page 5126)

The Electrical Contractors of Brooklyn and Queens, Third Avenue and Pacific Street, Brooklyn, N. Y., announce the following officers for 1925: president, I. Prussack; vice-president, Wm. S. Dyer; treasurer, Henry Greenblatt; secretary, H. F. Walcott; sergeant-at-arms, Jack Rosner.

A. A. Serva, second vice-president and general manager, the United Electric Company, Canton, Ohio, and president, Ohio Electric Company, Inc., New York City, has resigned to resume his former position as assistant to E. A. Langenbach, president, United Alloy Steel Corporation, McCaskey Register Company, United Electric Company, etc. Mr. Serva is succeeded by A. B. Clark, former general manager, Altorfer Brothers, Peoria, Ill. W. F. Marr, director of sales, director and vice president, Ohio Electric Company, Inc., also has resigned, it has been announced. He has not announced any plans for the future.

Elizabeth Hallam Bohn, instructor in the foods and cookery department, Teachers' College, Columbia University, and lecturer on industrial welfare subjects, New York University, has announced a home economics consulting and advisory service for manufacturers of household products. A proposed plan for an educational publicity campaign, including the preparation and mailing of circular letters, co-operation with newspapers and magazines, experimental work, surveys, exhibits and wall charts, lectures, conferences and radio talks has been drawn up by Miss Bohn, whose address is 71 West Twenty-third Street, New York City.

The M. J. Grady Fixture Manufacturing Company, is jobbing a line of fixtures in connection with its fixture manufacturing business and would appreciate receiving the manufacturers' catalogs and jobbing propositions on a cheap or medium-priced line of fixtures.

The Maytag Company held its twentieth annual conference of washing machine salesmen the second week of January at its plant in Newton, Iowa. More than three hundred salesmen attended the three-day sessions which were opened by F. L. Maytag, chairman, board of directors, who spoke on the sales developments in 1924, in which year the company sold washing machines valued at retail for $18,000,000. The conference closed with a banquet at the Hotel Savery, Des Moines, where L. B. Maytag, president, presided.

The Automatic Electric Washer Company held its third annual sales conference recently at the home office, Newton, Ia. Over thirty sales representatives attended and about twenty central station new business managers. Meetings were also held for the dealer sales representatives.

Bernhard Badrian has gone into business as manufacturers' representative, specializing in electrical appliances, at 902 Rialto Building, San Francisco, Cal. He is looking for lines including radio sets, household refrigerators, and small socket appliances.

James McClymont, known in the electrical washer industry as a "wringerless" man, has resigned as director of sales, appliance division, Savage Arms Corporation, to become vice-president and sales manager of the George W. Dunham Corporation of Utica, N. Y. Although not yet ready to give details of his new proposition, "Mac" says he will still "spin 'em dry" and soon will be ready to show the trade something new and novel in centrifugal washers.

The George W. Dunham Corporation, Utica, N. Y., is the newest arrival into the electrical appliance industry. The company will market as its initial product an electric centrifugal washer and dryer. The officers include: George W. Dunham, president, inventor of the Savage washer and widely known consulting engineer; Richard U. Sherman, vice-president and treasurer, also president and treasurer, Pratt Chuck Company of Frankfort, N. Y.; James McClymont, vice-president and sales manager, former director of sales, Appliance Division, Savage Arms Corporation; Winthrop T. Scarritt, vice-president in charge of production, also vice-president, Pratt Chuck Company, and Charles A. Woodruff, purchasing agent, former purchasing agent, Armour and Company.

The Flexible Steel Lacing Company, Chicago, Ill., announces that it has revised its line of "Flexco" and "Flexcolok" line of lamp guards to a series of thirty-four numbers, covering all requirements of ordinary use. Prices have also been reduced.

Rex Electric, Inc., distributors of electrical, radio and automotive supplies, has been organized with offices at 326 Camp Street, New Orleans, La. Morris J. Elgutter, formerly sales manager of the Interstate Electric Company and vice-president and sales manager of the Electrical Supply Company, is president. C. A. Disher, secretary and treasurer of the New Orleans Electrical League and director of the Mississippi Electrical League, formerly with the Electric Appliance Company, is sales and credit manager, as well as holding the position of secretary of the company. Robert H. Gatlin and Gus A. Elgutter, both formerly with the Todd Ship Building Company, will have charge of the price and billing department, and the purchasing and lamp department, respectively.

The A. & S. Electrical Supplies is the name of a new store opened at 71 East One Hundred and Sixteenth Street, New York. J. Alpert and H. Schwartz are the owners.

The Consolidated Electric Lamp Company, Danvers, Mass., manufacturers of the Champion brand lamps, recently was awarded the incandescent electric lamp contract for 1925 for the Commonwealth of Massachusetts. The contract was awarded on a merit basis after an investigation of the status of the bidders by the Commission of Administration and Finance.

The Circle F Manufacturing Company is the name of the consolidation effected by the E. H. Freeman Electric Company and the Trenton Porcelain Company, Trenton, N. J., manufacturers of wiring devices and porcelain specialties. The recognition of the quality of Circle F materials made it necessary for the two companies to constantly expand in order to meet the demand for their products and the present consolidation is a result of the same effort made to meet the demands upon the company. The consolidation is not accompanied by any change of management, organization, or business policy.

The Rome Wire Company, Rome, N. Y., has been granted a patent on its new non-metallic armored cable "Romex." The company feels it is now in a position to guarantee a high standard product to the industry.

R. E. Hendricks has resigned as acting secretary and treasurer of the Scofield-Hendricks Company, 26 Allyn Street, Hartford, Conn.

C. R. (Dick) Wood, formerly branch manager for the Westinghouse Lamp Company, and vice president and treasurer of the Tri-City Electric Supply Company, of Davenport, Iowa, has been appointed district sales manager for the Iowa-Missouri-Nebraska district of the Waage Electric Company, Chicago, Ill.

A. F. Chamberlain, for the past eleven years New York manager of the Robbins & Myers Company, manufacturers of electric fans and motors, has resigned his position to become associated with the Harrison S. Colburn Company, 90 West Street. New York City—specialists in waterfront and industrial real estate on the Atlantic tidewater. Mr. Chamberlain's many friends in the industry will join in wishing him the fullest measure of success.

The Electric Supply and Equipment Company, Inc., Albany, N. Y., and other cities, was host to several hundred friends at its annual winter convention of all its houses, manufacturing friends and dealers, at Hotel Jermyn, Scranton, Pa., Jan. 10. The afternoon program consisted of speeches by representatives of prominent manufacturers. The evening program consisted of a banquet followed by an entertainment. Several manufacturers exhibited their products.

Lewis L. Barnes of Atlanta, Ga. has been appointed representative for Anylite Electric Company and will handle all Anylite products in the southern territory.

A New "Smiles" Slogan for the New Year

"Faith Moves Mountains
But Smiles Move Men"

This is to be the slogan of the electrical industry on the Pacific Coast for the coming year. It was chosen as the prize winning entry in a slogan contest initiated by the Courteous Service Club of the Pacific Coast Electrical Association. It was written by F. Pratt of the credit department of the San Joaquin Light and Power Corporation of Fresno and will be used in advertising and in promotional literature by the Courteous Club during 1925. The second choice fell upon a contribution from H. A. Walker of Stockton, which read "Smiles Go Where Grouches Fear to Tread."

Other slogans which were thought particularly effective are:

Pave the Way with a Smile—V. Balfour, San Francisco.

Smile and Serve—C. W. Hughett, Fresno.

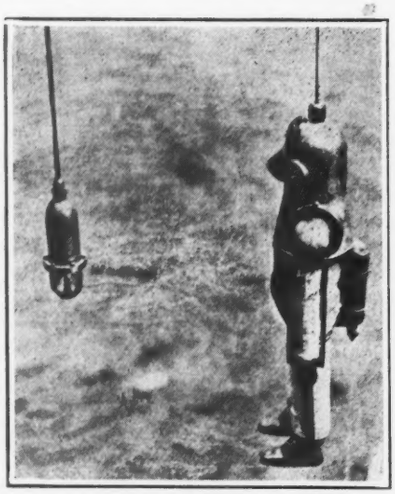
Smile and Lead, Frown and Get Left—P. B. Garrett, San Francisco.

If Backed with a Smile It's Service Worth While—E. C. Van Buren, Fresno.

A similar contest called for the best true story illustrating the application of courtesy by an employee. The winner of this contest will be announced later.

Willard Hall, appliance manager of the Brooklyn Edison Company, has resigned to become head of a new department in electrical appliances organized by John Wanamaker, Inc. Mr. Hall has been associated with the Brooklyn company for three and one-half years and has been highly successful in building up its appliance department. He is also chairman of the merchandising section of the National Electric Light Association. Mr. Hall was the guest of honor at a farewell banquet tendered him by his associates and co-workers at the Hotel St. George, his resignation being effective January 1.

Samuel Willis, an employee of the General Electric Company in the wire and cable department at Schenectady, was awarded $1,000 for a suggestion resulting in an improvement in making paper insulated cable. This is the highest award ever made.



Electricity Aids Divers Rescue $600,000 Cargo

In high-pressure diving suits and with special pressure-resisting deep sea lights made by the Westinghouse Lamp Company, divers from the salvage ship "Blakely" in a depth-record dive rescued a $600,000 cargo of copper that has lain since 1869 with the wreck of the British frigate, "Cape Horn," at a depth of 318 feet on the ocean bottom off the coast of Chile, South America. The lamps made by the Westinghouse Lamp Company have large wattage vacuum type incandescent lamps with extremely heavy glass bulbs to resist the pressure of the water, which at a depth of 350 feet is 155.4 pounds. The "Lusitania" lies in about 252 feet of water, easily within range of divers equipped with armored suits and deep sea lamps.

Benjamin Electric Announces Prize Winners

Winners of a recent prize contest for the best photographs of window displays submitted by dealers and jobbers' salesmen have been announced by the Benjamin Electric Manufacturing Company, Chicago, Ill.

The prize winners among dealers are as follows:

First—$100, Interstate Public Service Company, Connersville, Ind., Harry E. Tobey, Manager.

Second—$75, Electric Construction Company, Little Rock, Ark., Paul F. Denson.

Third—$50, Public Service Company of Colorado, Denver, Colo., A. B. Spencer, decorator.

Fourth—$25, Scott, Lyman & Stack, Sacramento, Calif., L. McGinnis.

Fifth to Fourteenth, inclusive, $10 each; Robert Berndt Electric Shop, Huron, S. D.; City Light & Power Company, Amarillo, Tex., Eugene P. McSpadden; Consumers Electric Light & Power Company, New Orleans, La., Ernest C. Hunt; City Electric Company, Portland, Ore., C. P. Scott; A. W. Parsons, Portland, Ore.; Knecht, Feeney Electric Company, Mount Vernon, Ohio, Miss E. M. Zinc, decorator; Miller Electric Company, Kalistell, Mont., Miss Esther Havgen; The Electric Service Company, Dodge City, Kans., Louise Wolfe; Cope Electric Company, Santa Ana, Calif., J. E. Cope; New Bedford Gas & Electric Light Company, New Bedford, Mass.

The prize winners among the jobbers' salesmen are as follows:

First—$50, James W. Smith, Hawaiian Electric Company, Ltd., Honolulu, T. H.

Second—$35, R. E. Dryer, Western Electric Company, San Francisco, Calif.

Third—$25, A. M. Benedict, Wetmore-Savage Company, Springfield, Mass.

Fourth—$15, Noble McCallum, Western Electric Company, Hutchinson, Kans.

Niagara League Celebrates Its First Anniversary with Dinner

Celebrating the completion of its first successful year, the Electrical League of the Niagara Frontier recently held its annual dinner in Buffalo, N. Y. The membership of the league includes electrical men in Buffalo and suburban towns, such as Tonawandas, Niagara Falls, and Kenmore, and such surrounding communities along what is called the Niagara frontier as Lancaster, Depew, Hamburg, and Aurora.

The men at the speakers' table shown above are L. E. LeVee, general manager, Buffalo branch of The Electric Supply & Equipment Company; W. E. Robertson, vice-president and general manager, Robertson-Cataract Electric Company; A. H. Schoellkopf, treasurer, Niagara Falls Power Company and treasurer of the league; Edmund D. McCarthy, president, McCarthy Brothers & Ford, and president of the league; K. L. Thielscher, manager, Buffalo branch, Western Electric Company, and W. A. Hadler, president, W. A. Hadler Manufacturing Company.